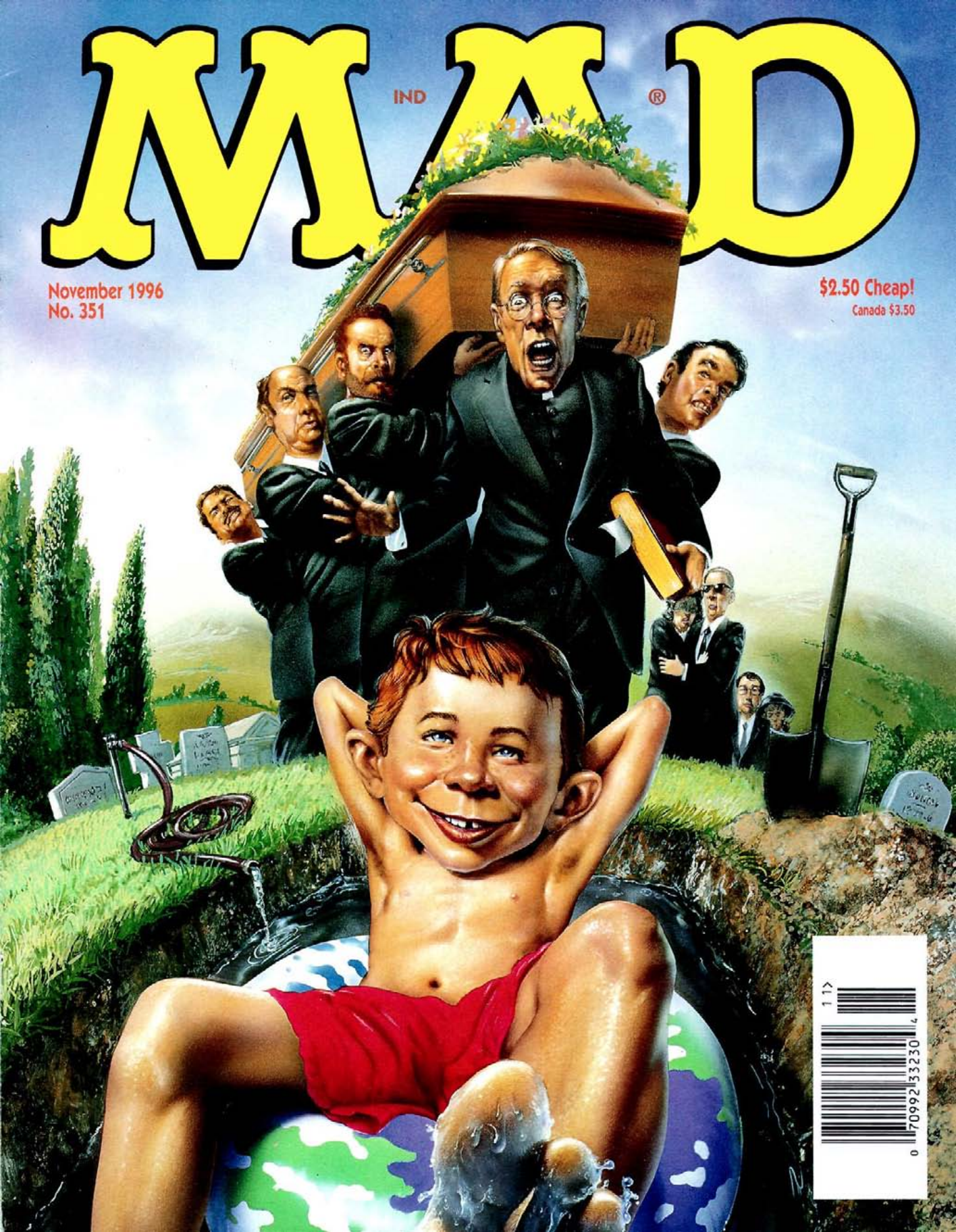


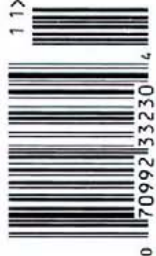
# MAD<sup>IND</sup>®

November 1996  
No. 351

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*Tis the season to waste money!*

*FA FA FA FA FA — FA FA FA FA!*



*MAD's real dumb and not too funny!*

*FA FA FA FA FA — FA FA FA FA!*

*Most will find it quite unpleasant!*

*FA FA FA FA FA — FA FA FA!*



*Screw 'em all, it's a cheap present!*

*FA FA FA FA FA — FA FA FA FA!*

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# CRASH!

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NOVEMBER  
1996

# MAD

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351

*"In retrospect it becomes clear that hindsight is definitely overrated!"*  
— Alfred E. Neuman

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FRONT COVER ARTIST: MARK FREDERICKSON  
BACK COVER ARTIST: RICHARD WILLIAMS

FRONT COVER WRITER: SERGIO ARAGONES  
BACK COVER WRITER: MIKE SNIDER



**FAX MAD AT (212) 506-4848**



# TOMATOES DEPARTMENT

## THE DOCTOR IS IN

Despite the fact that I have been an avid reader of MAD since I was a mere sprout, I have managed not only to get an Electrical Engineering degree, but a job as well! I work at MCNC in the Research Triangle Park, where we do production prototyping and contract research and development for the semiconductor industry. I enclose a photo of myself reading an issue of your magazine in full cleanroom garb in our Class 10 silicon wafer fabrication facility.

Dr. Dev Palmer  
Durham, NC



Dr. Dev — Thanks for the photo of you in your cool outfit. Virginal white...how appropriate, geek! Thanks for writing! —Ed.

## GRRRL TALK

I love your magazine and everything, but I couldn't help but notice a mistake. In "MAD Visits This Year's Blahblahpaloser" in MAD #347, writer Desmond Devlin tells about who puts the groups of people together at a concert. Among those listed he writes *riot grrls*. The grrls in the riot grrls has *three* r's. Like I said, I love your magazine and understand the number of r's gets confusing, but as an admirer of the riot grrls, I had to point that out.

Justine Yeager  
Clarks Summit, PA

Justy — Okay! You want three r's, we'll give you three r's — Your letter was Really, Really, REALLY lame! Satisfied? —Ed.

## MAD MUMBLINGS@aol.com

Late at night I find great pleasure peeling potatoes. — WERR...That one priest who talks through his mouth klicks! — LINTENKJN...Did you know that I like biscuits? That's why my screen name is TheBiscuit. — TheBiscuit...I have new socks. — RJaisle...@#\$%^&! Oh, I had the Shift button on? — PJH1984...I think, therefore Miami. — WestTR3... Have you ever noticed that Grimace from McDonald's is like a big, underdeveloped Barney? — YACSN...Is Alfred married? If not, I'd like to suggest myself. — Antidae...A can of spam and a spoon; what else could a person want?!!!! — Laxski

Thank you for purchasing issue #351 of MAD magazine. It is one of the finest, most sophisticated humor products available today. We hope that you will find it to be safe and enjoyable and offer you years of trouble-free laughter. In the unfortunate and unlikely event that your magazine does malfunction, we are happy to provide the following product information to you.

## TROUBLESHOOTING GUIDE FOR THIS ISSUE

| Problem   | Correction   |
|---|--|
| Unable to see magazine.   | If you are reading magazine in winter months, turn ski mask so it faces opposite direction. If problem persists, check to make sure eyes are open. |
| Pages are sealed shut; magazine will not open.  | You are holding unit upside-down. Rotate it so stapled side is on your left.   |
| Gap-Toothed boy on cover sending coded messages directing me to "go yonder and bring me the thumbs of John Tesh." | Adjust your medication.  |
| Fold-In is confusing.   | You have folded up-down. Undo and refold side-side.  |
| Fold-In is understandable but not funny.  | This is a feature of Fold-In; no correction required.  |
| Scented cologne insert was very faint and undetectable.   | You have rubbed subscription card against your body; fill out with pen and mail now. (Remember to enclose check.)                                  |
| Printing error has removed all words from certain panels.   | This is an intentional design feature. "A MAD Look At..." is a series of visual pantomime gags by Sergio Aragones.                                 |
| Did not find any humor in "spoof" about irregularity...   | You are reading <i>Modern Maturity</i> , not MAD; return to newsstand and purchase publication one to the left on magazine rack.                   |
| Unit seems to "conk out" for brief periods.   | You are up to Dave Berg's "Lighter Side" feature; no correction possible.  |
| Unit repeats same tired joke over and over.   | Turn page.   |

INSPECTED BY: DESMOND DEVLIN

Please Address All Correspondence To: MAD, Dept. 351, 1700 Broadway, N.Y., N.Y. 10019.

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! Have a computer? Got a modem? Get a FREE DC Comics Online starter kit (featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!

# THE BIRDBRAINS OF ALCATRAZ DEPT.

You were probably expecting an intro here, huh? Ha! Thanks to recent budget cuts, we can't even afford good jokes, much less an intro! So we'll just let the characters speak for themselves...

I'm going to avenge the injustice the government did to the 100 men I led in secret operations in 'Nam and the Gulf War! To right this wrong I'm going to hit San Francisco with poison gas from Alcatraz unless the U.S. hands over \$100,000,000 to the next of kin! Killing 70,000 people to avenge 100 makes sense to me, because as a 25-year career Marine officer, I've always been paid to fight, not to think!

If he's such a great military man, how come on one little island in San Francisco Bay he can't find a 60-year-old fart who's been in prison for 30 years dragging around an out-of-shape geeky chemist?

CELL  
BLOCK  
4

I'm the only man who ever escaped from Alcatraz, so I'm familiar with the layout! And this is the first time I ever felt safe bending over in this shower room!

PRUDENTIAL

Wonder how I look so good and sound so smart after being locked up in prison for 30 years? Since people in prison have all the time in the world, unlike you schmucks who work for a living, I spent my days working out and reading great literature, philosophy and astrophysics! Since it cost the government a small fortune to keep me in prison, it would have been cheaper if they had given me a scholarship to Harvard!

I was sent to prison and became a "non-person" because I stole the microfilm from the FBI that has all the secrets the government doesn't want anyone to know about — little things like the JFK assassination! I sent it to some film director named Oliver Stone, but he never got back to me! I guess he didn't think it was worth doing a movie about!

III QF  
DRUCKER

ARTIST: MORT DRUCKER



Men, let me remind you that we're up against three very, very tough adversaries here!

You mean the U.S. Army, Navy and Air Force?

I mean the other big summer films — *Eraser*, *Independence Day* and *The Hunchback of Notre Dame*!

We have to steal the poison gas, but I hate shooting fellow soldiers who are guarding it!

That's why I thought of using the stun guns — so we wouldn't kill anybody!

I wish you would have told US about that, sir, since WE'RE the ones doing all the shooting! But I guess that hammers home your point about being paid to fight, not to think!



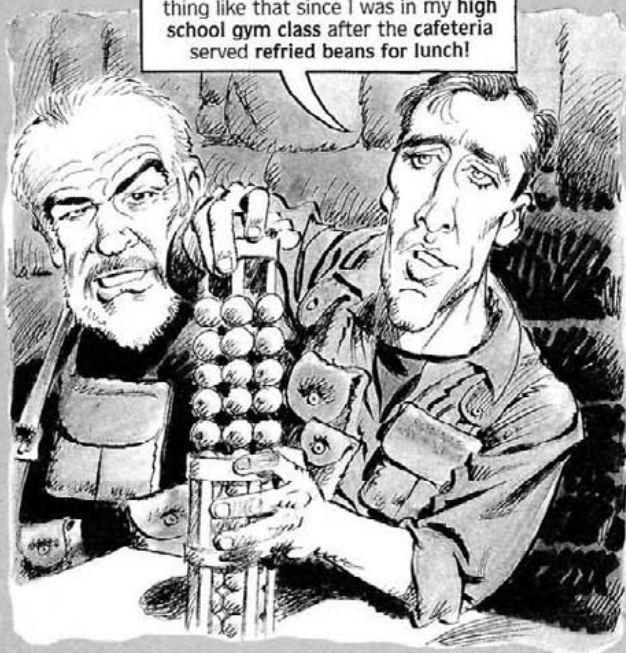
# DOCK

WRITER: STAN HART



I spent four years in college, three years in grad school and two years at the FBI Academy! And none of it prepared me for that crazy old nut case to your left! Not only does he claim he was once a British agent with a license to kill, but he also says he spent some time as a dragon!

This gas can kill everyone in a room in seconds! I haven't experienced anything like that since I was in my high school gym class after the cafeteria served refried beans for lunch!



I was sent along on this mission because I'm an expert on poison gas and I have the reputation of being the most dependable and careful operator the department has! Actually, I'm not really as careful as they think! If I were, my girlfriend wouldn't be pregnant!



Charlie One to Bravo One, over!  
RATATATATAT! KABOOM! There's  
VCs up ahead! Send air cover!

Why are we only hearing  
a soundtrack of the  
Vietnam War and  
not seeing anything?

Double KABOOM! Bravo One to  
Charlie One — can you read me?  
Can you read me? RATATATATATAT!

Because after paying Harris's, Cage's  
and Connery's huge salaries for being  
in this picture, there wasn't any money  
left in the budget to film anything!

I'm going to do two things  
that I couldn't do while you  
were still alive! I'm going  
to risk my life to avenge the  
deaths of my comrades in arms,  
and even more importantly, I'm  
going to watch pro football  
games on TV all day Sunday!



What are you  
doing here? This  
is the ultimate  
top-secret  
installation!

Don't  
sweat it!  
I won't  
tell  
anybody!

U.S. ARMY  
POISON GAS  
DEPOT



My God!  
Did you  
ever see  
anything  
like  
this?

Sure! Most of my high  
school senior class  
looked like that before  
the yearbook photog-  
rapher airbrushed  
out their zits!



What  
is  
your  
job  
here  
in  
the  
FBI?

I do  
research!  
Part of  
the time  
I spend  
on poison  
gas!

What  
about  
the  
rest  
of  
the  
time?

I research the  
confidential FBI  
files for people  
on the President's  
Political Enemies  
List and secretly  
send them to the  
White House!



Why don't you  
put on your  
protection suit?

I left it  
at home!

Why did you  
do that?

Because today is  
"Dress Down Day"  
at the office!



You tourists  
are our hostages  
here on Alcatraz!  
We do not want  
to hurt you!

I don't  
mind  
how long  
they keep  
us here!

Are you  
crazy?!  
How  
come?

My  
return  
flight  
is on  
Valujet!





I have to go to San Francisco on some dangerous FBI business!

Please be careful!

Aren't I always careful?

Sometimes yes and sometimes no!

Do you know who this guy is?

Of course I do! He's Rip Van Winkle!

Really? I thought he was Howard Hughes!

I can catch him!

Let him run off? I don't understand!

Don't! Just let him run off instead!

At his age, he'll have a heart attack in another block or so and we'll save the taxpayers the cost of a long trial! It's another of the government's economy measures!

And maybe the only one that makes any sense!

Oh, no! Not another clichéd wild car chase through the streets of San Francisco!

What car chase? This happens every time they announce that tickets are on sale for a Liza Minnelli concert in this town!

How did you find me when the entire force of trained FBI agents couldn't?

I looked up the address of the daughter you haven't seen in twenty years! It's in the phone book! I knew you'd try to see her!

It's amazing that the entire FBI and CIA didn't think of that!

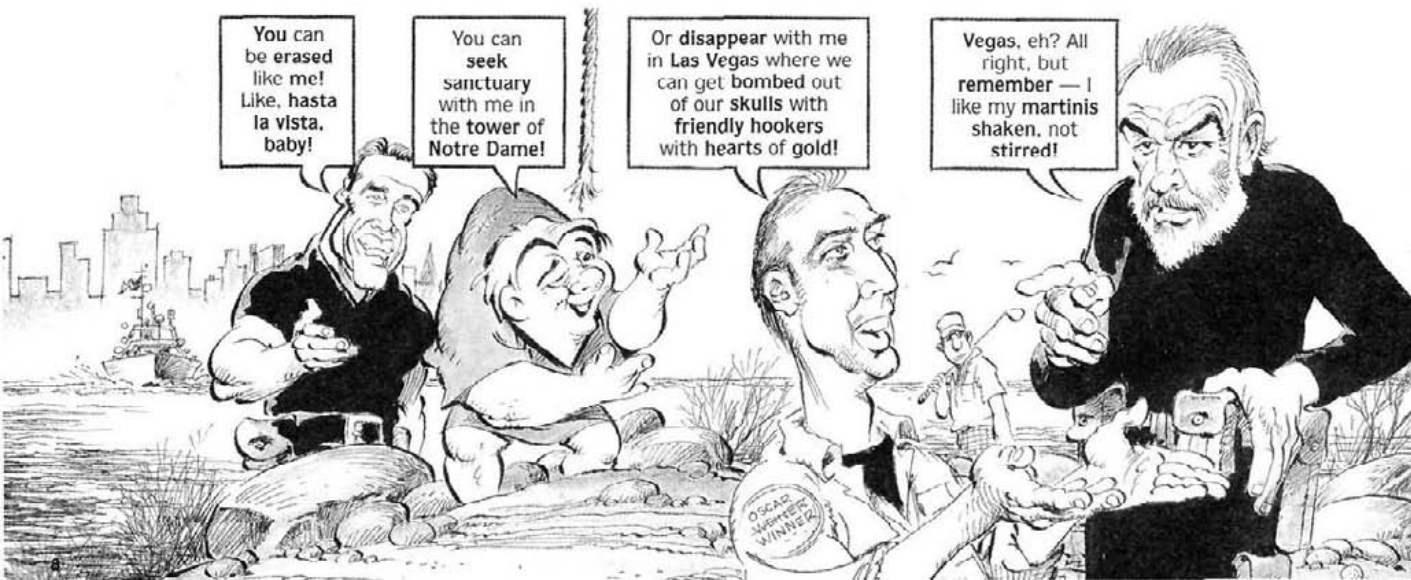
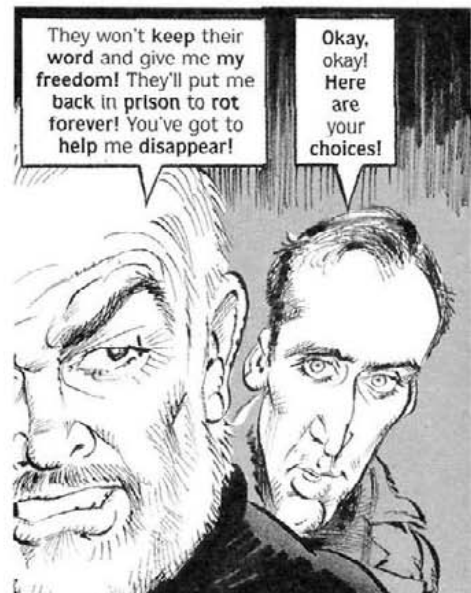
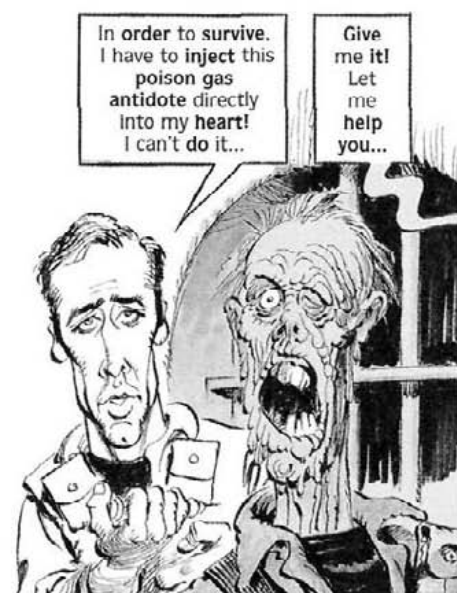
Oh well, that should teach you a lesson!

To have an unlisted number?

To screw family reunions!

They've successfully broken into Alcatraz and are transmitting TV pictures back to us!

This is great! If they get out alive, we can send them to break into the Super Bowl, the Final Four and the Stanley Cup Playoffs! I hate watching those games in crowded sports bars!





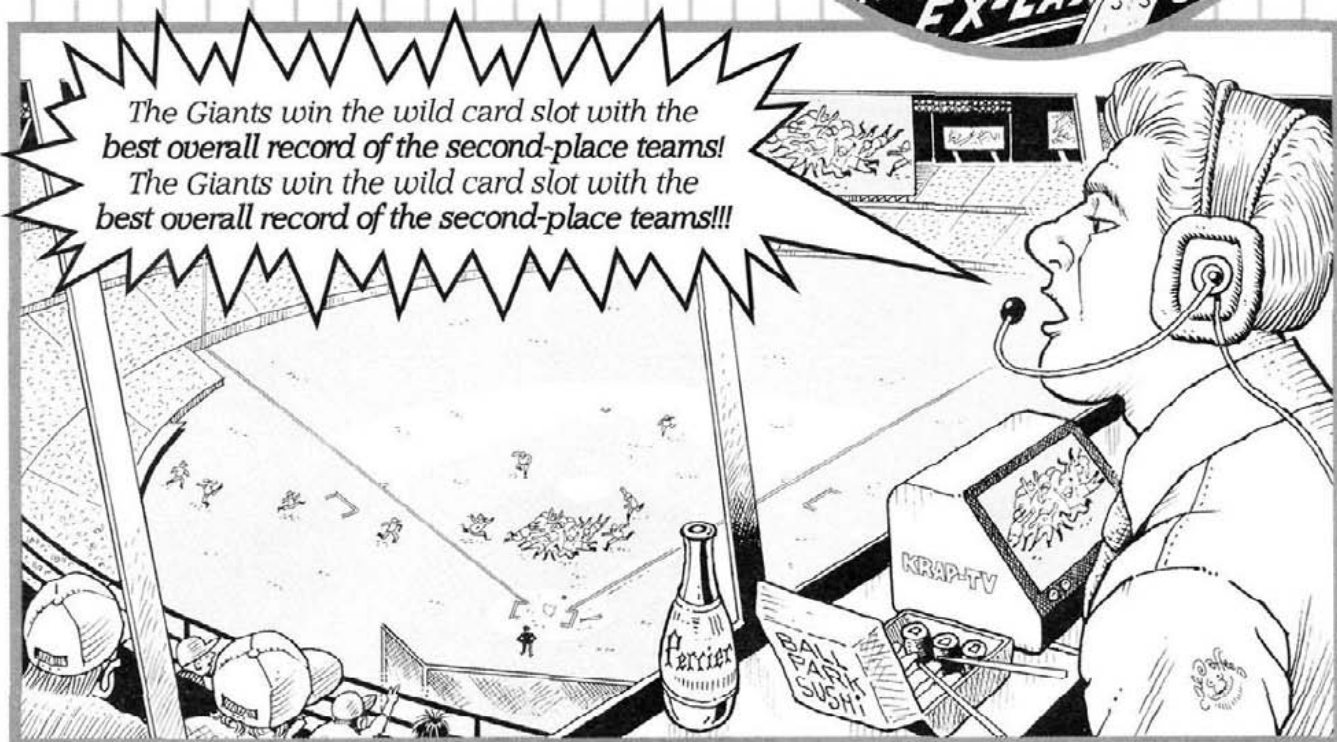
# MAD SALUTES *Baseball* THEN...

*The Giants win the pennant!  
The Giants win the pennant!!!*



and **NOW...**

*The Giants win the wild card slot with the  
best overall record of the second-place teams!  
The Giants win the wild card slot with the  
best overall record of the second-place teams!!!*



You've heard rumors about them in news reports and Congressional Hearings! You've seen hints of their existence in confidential

# THE TOBACCO INDUSTRY'S **SECRET** MARKETING

ARTIST: BOB CLARKE

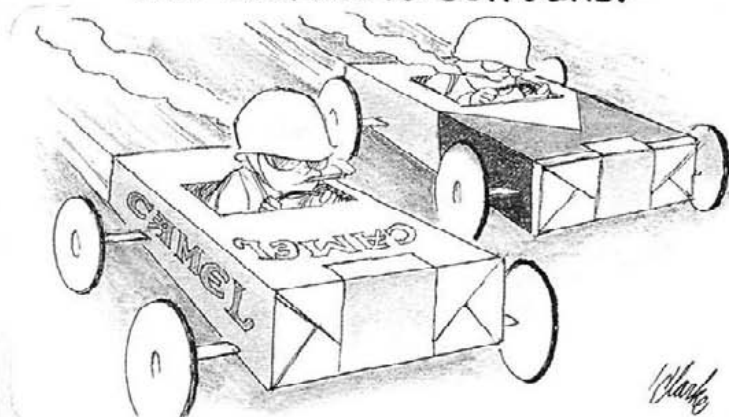
## NEW TOBACCO COMPANY SPONSORSHIPS THE PHILIP MORRIS SPELLING BEE



ANNOUNCER: "Unsubstantiated"—as in, "The anti-smoking zealot made unsubstantiated and reckless charges about the relationship between smoking and lung cancer!"

BOY: U-N-S-U-  
B-S-T-A-N...

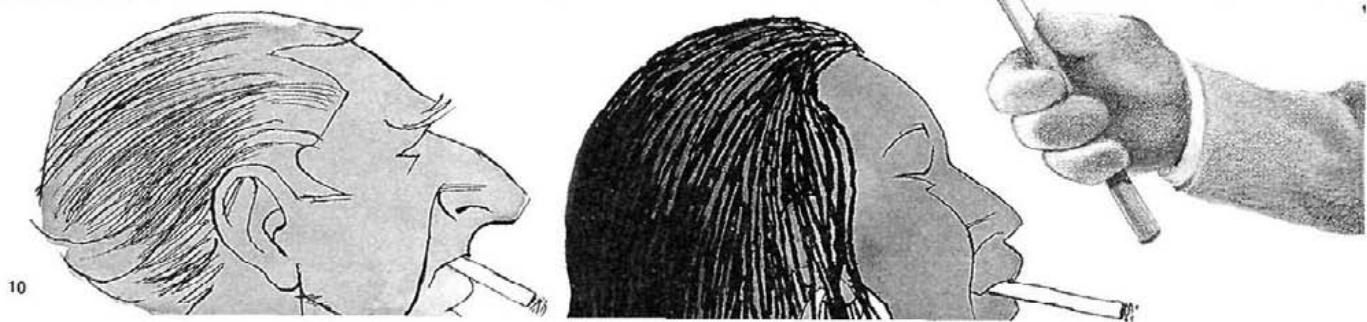
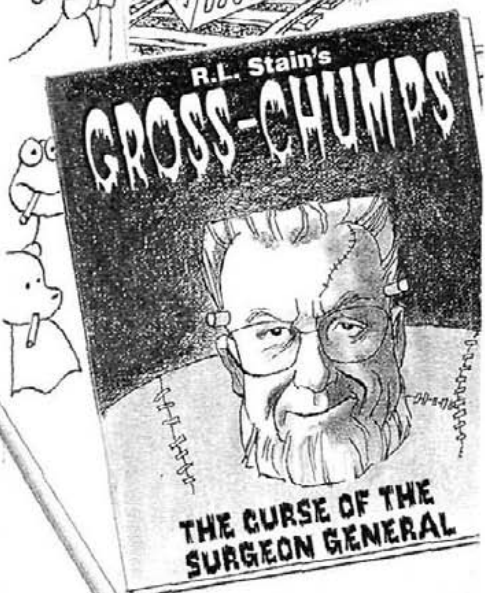
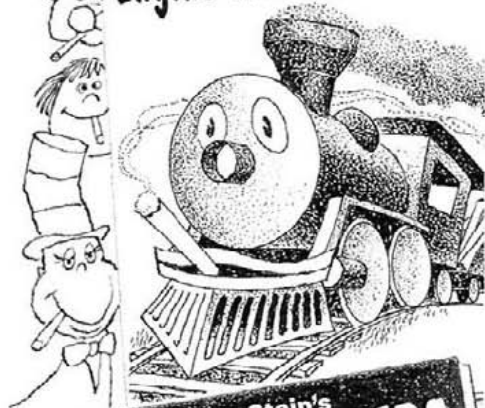
## THE "CIGARETTE-BOX DERBY"



ANNOUNCER: And Billy Krunk's "Camel Car" still holds the lead over Tommy Finster's "Marlboro Machine"! Both of these fine young boys smoked over 500 packs each to build their amazing racers!

## PRO-SMOKING

The Little Smoking Engine That Still Could





Cigarette Company memos made public! But only now, thanks to us muckraking muckrakers, can you see for yourself...

# PLANS FOR ATTRACTING YOUNG SMOKERS

WRITER: MIKE SNIDER

## CHILDREN'S BOOKS



### CURIOUS GEORGE GOES TO THE TOBACCO INSTITUTE



## KID-FRIENDLY TOBACCO DELIVERY SYSTEMS

### NEW NOVELTY ITEMS



**ALL:** Happy birthday (cough cough!) to you, Happy birthday (hack hack!) to you, Happy birthday dear - (cough hack, hack cough cough!)



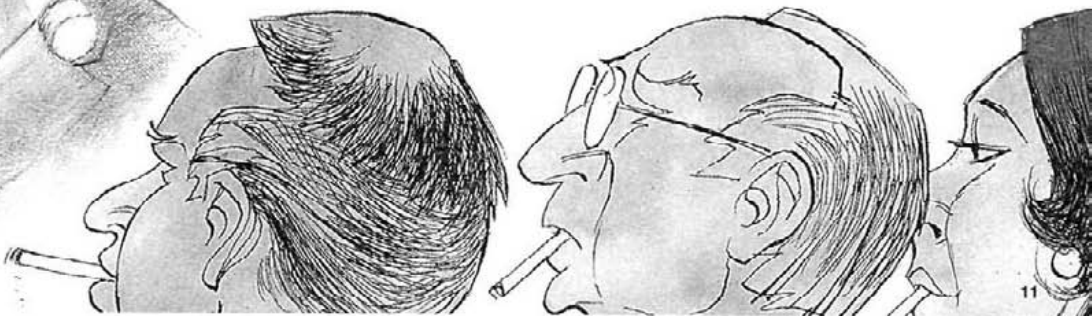
**BOY ON LEFT:** Cool! Let's get more cartons and build an entire cigarette city!



**BOY W/ HAT:** Wow! What a cool Joe Camel Pez dispenser!

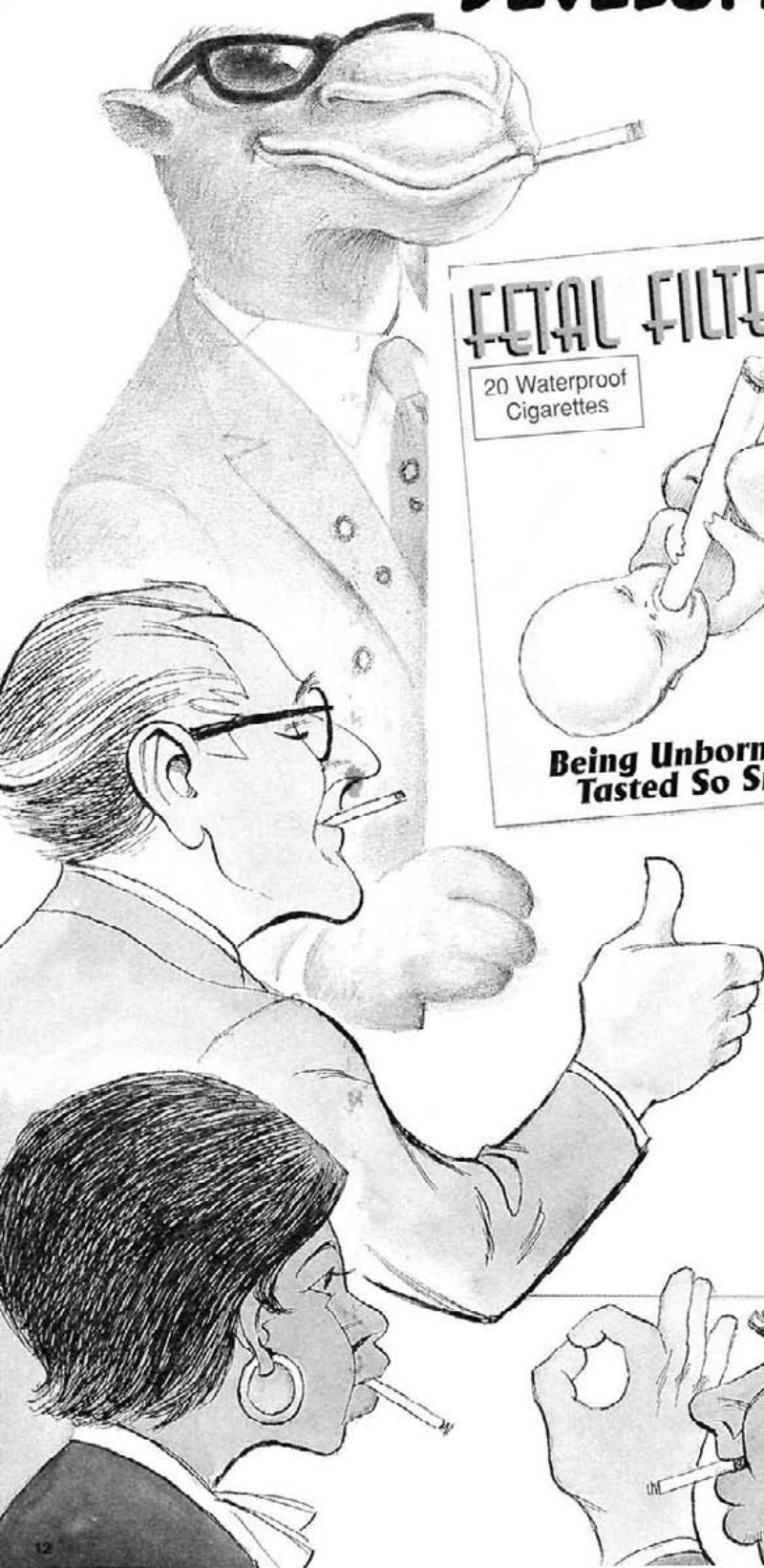
**BOY W/ GLASSES:** Pez? This is where I keep my smokes!

After eating a double bacon cheeseburger with crispy steak fries and onion rings, will you wash it all down with a Diet Coke or a regular? — IT'S A MOOT POINT.



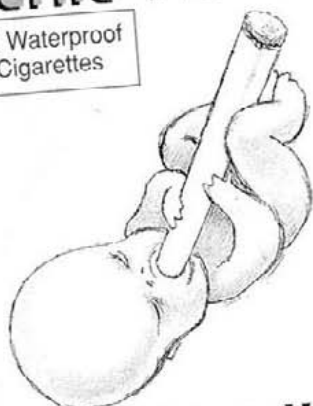


# NEW PRODUCT DEVELOPMENT



## FETAL FILTERS

20 Waterproof  
Cigarettes



Being Unborn Never  
Tasted So Smooth!

After a hard day in the  
playpen, nothing gives  
oral fixation  
pleasure like...

## Binky Lights



### Goo-Goo-Good!

The Speed... The Power...  
The Wind In Your Hair!



## TRIKE 100's





"In the future everyone  
will be world famous  
for 15 minutes."

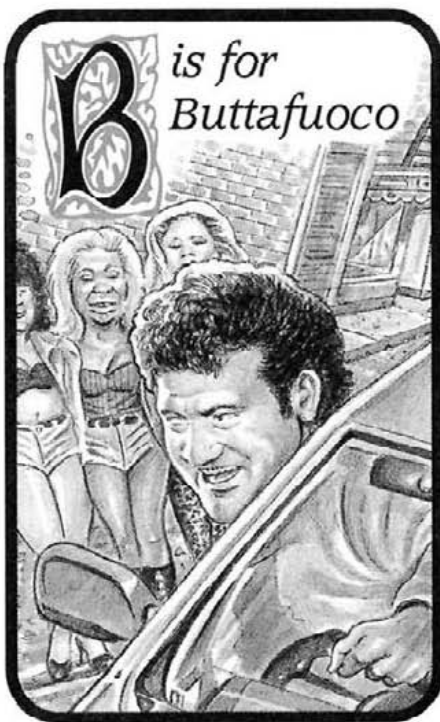
So said Andy Warhol back in 1968! Well, it's nearly 30 years later, and Warhol's been proven right again and again! So how can you achieve your own 15 minutes of fame? Simply follow the examples of others! To guide you, MAD presents...

# THE ABC's OF 15 MINUTES OF FAME

ARTIST: DREW FRIEDMAN  
WRITER: FRANK JACOBS



Who briefly showed promise;  
Attempted, but failed, to  
Disrobe Clarence Thomas.



Who made it look easy;  
Such fame can be yours,  
Though it helps if you're sleazy.



True, not a big name;  
But thanks to Madonna,  
His sperm's brought him fame.

**D**

is for  
Divine



*Now forgotten, we fear,  
Since that night when she nearly  
Blew Hugh Grant's career.*

**C**

is for  
Erik



*With Lyle went astray,  
Killing both of their parents –  
But, hey, that's L.A.*

**F**

is for  
Fortensky



*This rule he obeyed:  
Just get married to Liz  
And your fame's Taylor-made.*

**J**

is for  
Jessica



*With whom Jim had his way;  
Which should be no surprise  
If you've seen Tammy Faye.*

**K**

is for  
Kato



*Helped O.J. go free;  
His fame? 15 minutes!  
His worth? Maybe three.*

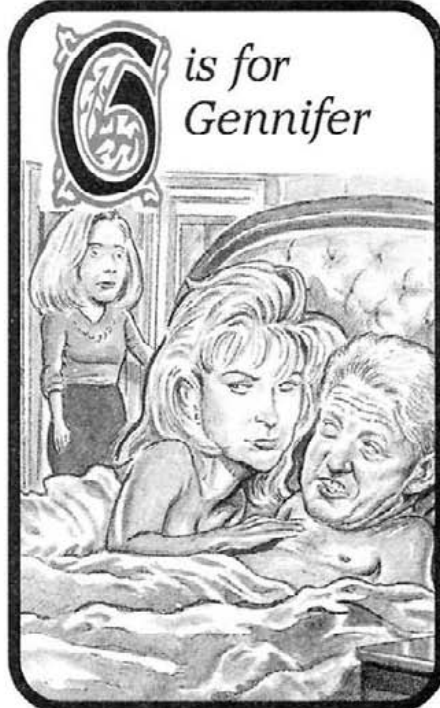
**L**

is for  
Lazenby



*His one major flick  
Nearly killed off James Bond,  
Which is no easy trick.*





*Not really a floozie;  
It's just that she's female  
And Bill's not that choosy.*



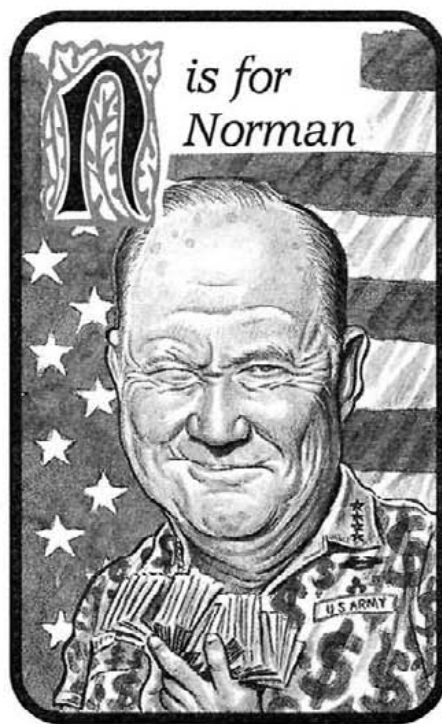
*The Hollywood Madam;  
She pimped for some hookers  
But won't say who had 'em.*



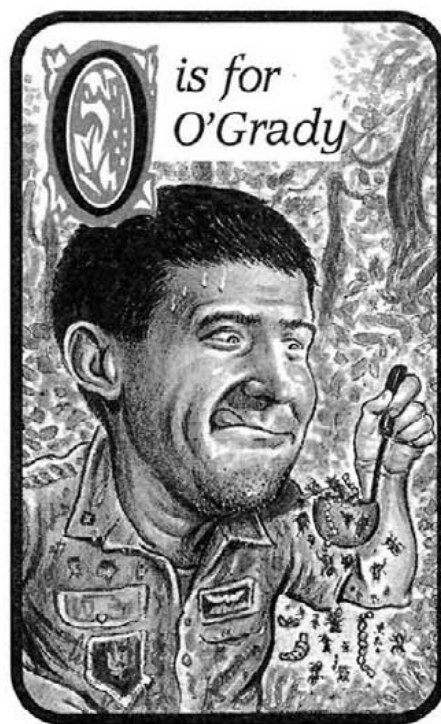
*A flop, most agree;  
The trial, though, is finished –  
Let's hope so is he.*



*Mike had him for lunch;  
But for three million bucks  
Wouldn't you take one punch?*



*In battle served well;  
Now makes millions from lectures;  
For some, war ain't hell!*



*Serbs shot down his jet;  
Ate bugs to survive –  
All the rest we forget.*

P

is for  
Puck



On "The Real World" he rose,  
But you can't build a career  
Around picking your nose.

Q

is for  
quitting



Which feminists feared;  
Shannon Faulkner dropped out  
And the Citadel cheered.

R

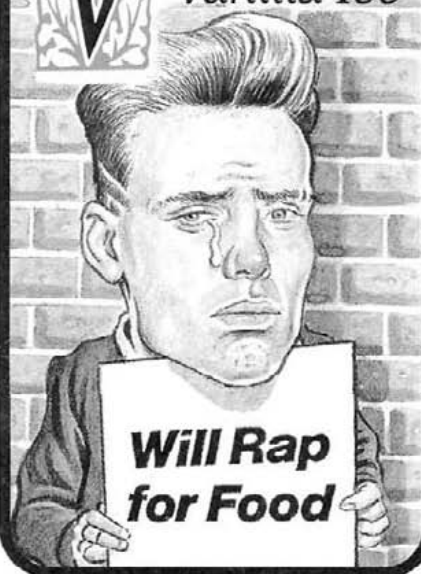
is for  
Roger



A dud like no other  
But quick fame's a lock  
When the Prez is your brother.

V

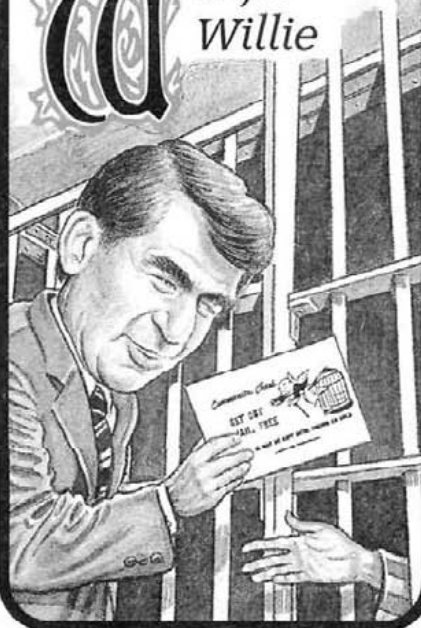
is for  
Vanilla Ice



His fame turned to crap,  
Giving proof to the adage  
That white men can't rap.

W

is for  
Willie



Our world's gone insane  
When a paroled killer/rapist  
Can swing a campaign.

X

is for  
X-Rated



For folks fond of smut;  
But even they skipped  
"John Wayne Bobbitt - Uncut."



**S** is for Stockdale



A fine man, we know;  
His only mistake  
Was to run with Perot.

**T** is for Tonya



Now shunned like the plague,  
After telling Gillyooly,  
"Hey, Jeff, break a leg!"

**D** is for Unabomber



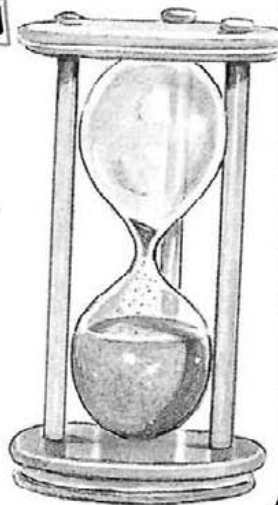
He made quite a mess;  
The Post Office wishes  
He'd used UPS.

**Y** is for Yugo



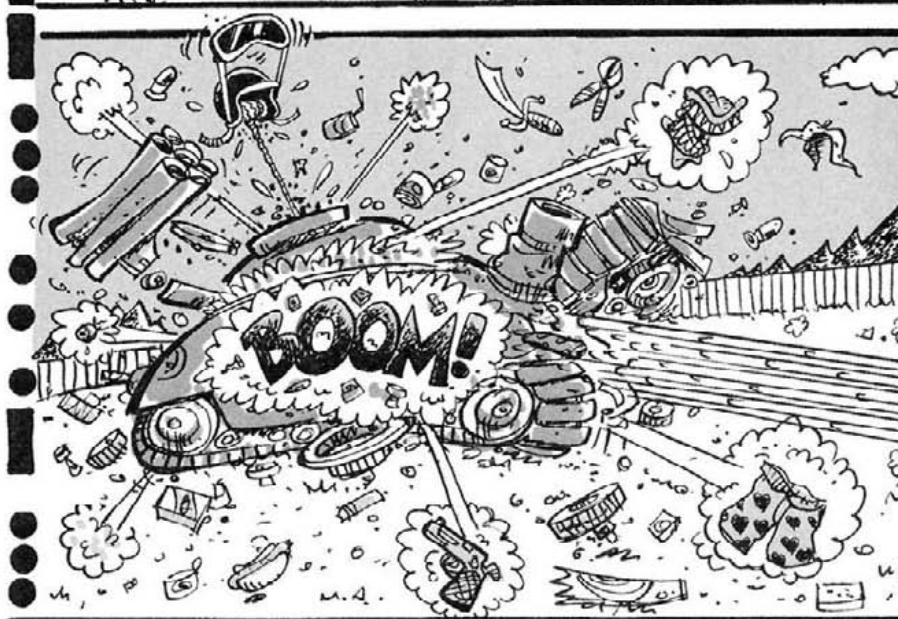
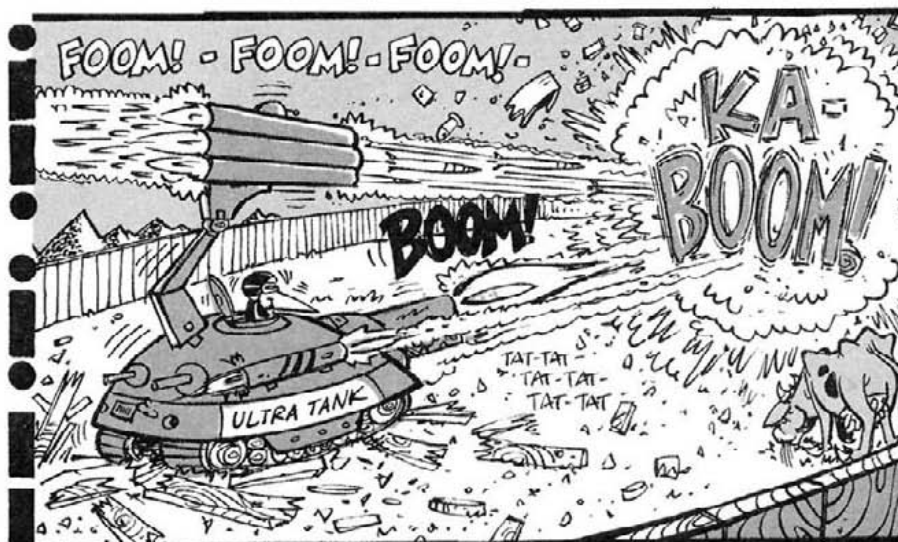
Disastrous on roads;  
Even back in Croatia  
They're used as commodes.

**Z** is for Zero

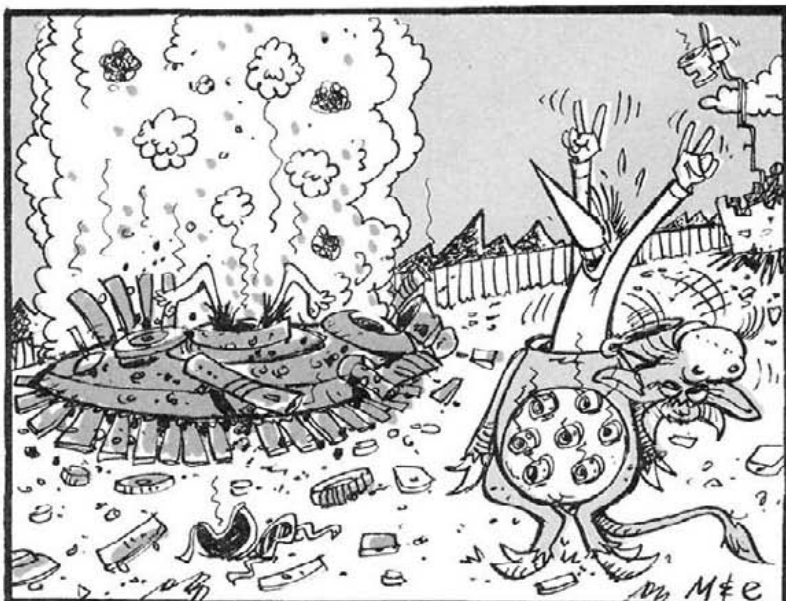
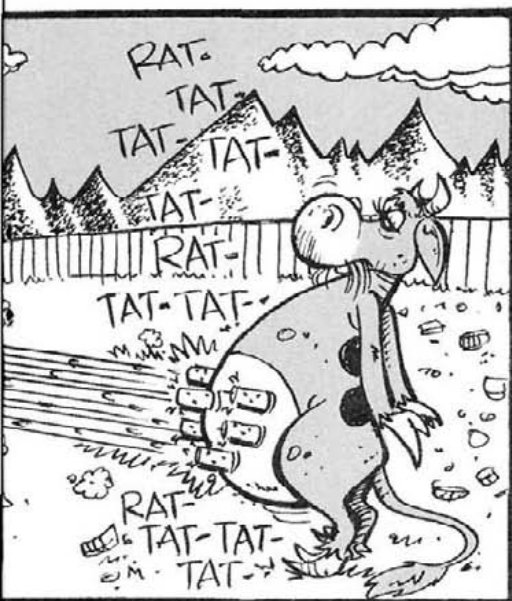
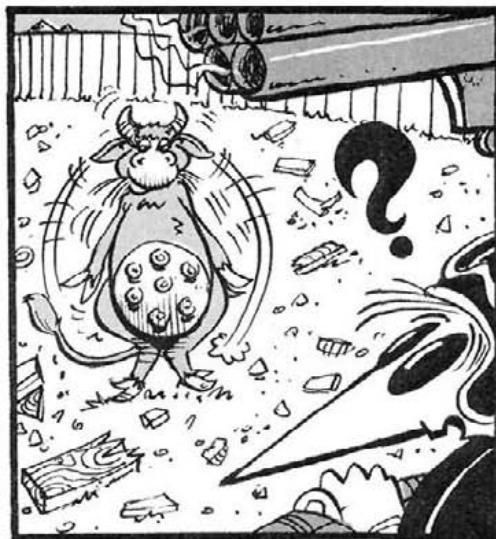
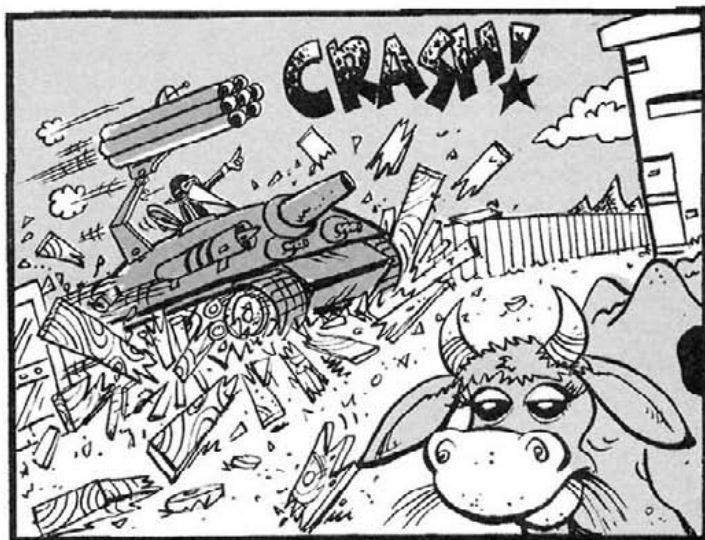


No more can we bear;  
The list's not complete –  
Wish you were there?









Will the United Nations pass a non-binding resolution condemning the terrorists who just bombed the bus you were riding, or merely "deplore" the act? — IT'S A MOOT POINT.

## HUMP ROAST DEPT.

How about those Disney babes? It all began with the innocent Little Mermaid! Then came the spicy Jasmine in Aladdin and...whew! Admit it, you found yourself turned on by cartoon women! Well, we're on to Disney's sick little scheme! "Family entertainment" can get a bit boring—that's why they're sneaking good ol' fashioned T & A into their films! So, if you felt guilty drooling over the statuesque Pocahontas, just wait until you see...

I am Chopit, the puppeteer! I am going to tell you a story about QuasiHero, the bell-ringer at Notre Dame! But don't expect to read anything close to the original tale! It's been changed drastically to enhance its commercial value! Let's face it, Victor Hugo may have known how to write a compelling story, but he knew nothing about merchandising! Let's meet the characters you'll see featured in toy stores and fast-food restaurants everywhere!

I am Judge Foulo, not to be confused with that bomb movie *Judge Dredd*, that schmuck Judge Ito or that lame actor Judge Reinhold! The citizens here say I'm evil, but that's their right! And the ones that say I'm evil, I put to death! That's MY right! I hate everyone equally, except for the Gypsies! I hate them a tad more! They rob, steal and cheat—I can't stand the competition!

I am Iswilleider, the Gypsy lady! I have a big heart, which I need to pump blood to my big breasts, and my long legs! Let's face it, I'm "hot"! How hot? I may be a cartoon character, but I still get love letters from the artists who had the pleasure of animating me!





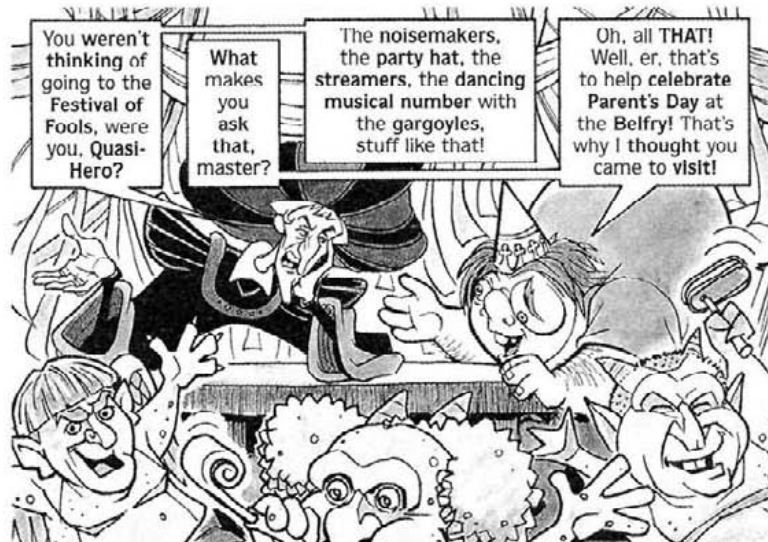
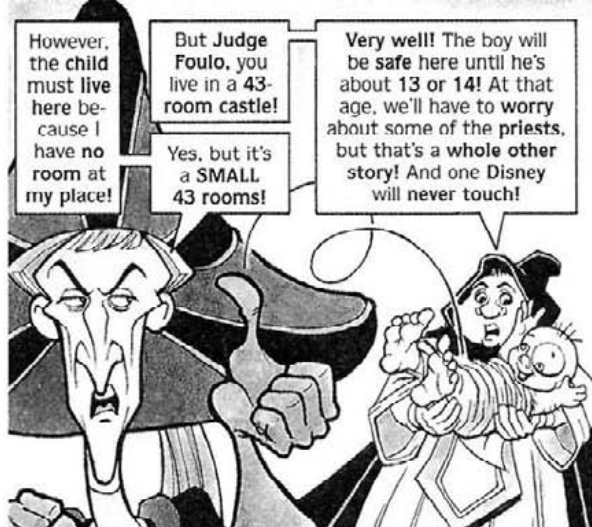
# THE HUNCHBACK AND NOTE THE DAME

I'm Fearless, Captain of the Guard! I've won dozens of medals, which is pretty amazing, since I'm the world's worst soldier! But man, can I carry a tune! And in this movie, singing is what military life is all about!

I am QuasiHero! I have strong arms and legs, but I also have a face that could stop a clock! Which is really bad for someone in charge of ringing the bells to announce the exact time! Fortunately, solitary confinement for 20-plus years in the bell tower has done nothing to affect my brain...although I'm not sure many people have best friends made of solid stone and singing birds as roommates!

We're the slapstick gargoyles, Victory, Yugo and Latrine, which in French means Moe, Larry and Curly, only with a kind of religious spin!

ARTIST: SAM VIVIANO  
WRITER: DICK DEBARTOLO







You cannot humiliate this poor, poor man!

Then Iswillelder cut the ropes they used to tie QuasiHero up!

And the humiliation ended?

Yes and no! She also accidentally cut his belt and his pants fell down, so the humiliation continued, but at least it wasn't on purpose!



Captain Fearless, stop that gypsy woman!

After fighting armies of men in the wars, you expect me to merely chase a helpless woman?

No, chase her goat, too!

All right! Now that's a real mission!



Hide in here! You'll be given sanctuary! This is Notre Dame Cathedral! Do something religious!

Like what?

Call bingo numbers or buy some raffle tickets!

Wow! I could win a brand new 1482 horse-drawn cart! That would be great! I forgot how meaningful religion can be!

Win This Cart!

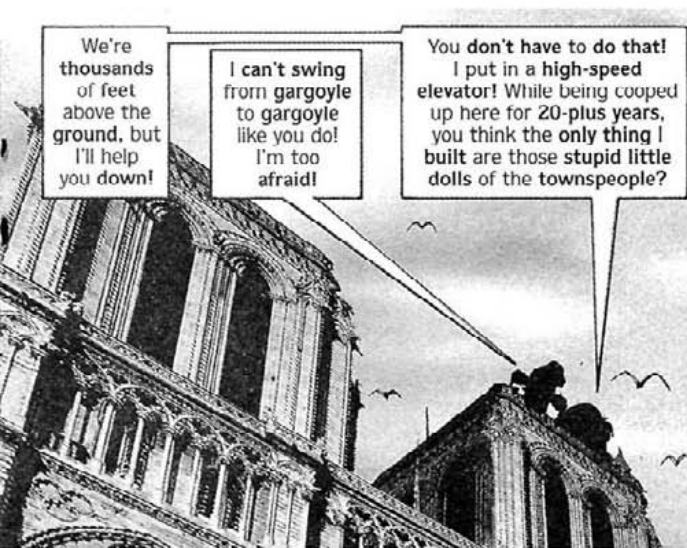


Judge Foulo has posted guards at every door, but I will help you escape!

And you can escape with me!

I can't go outside again! I'm a monster!

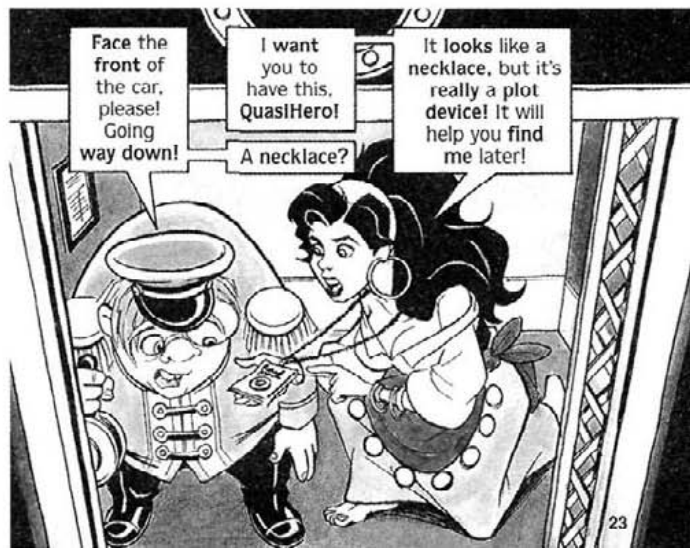
Your lifeline doesn't say you're a monster! Of course your face says something else entirely! If I were you, I'd consider growing long hair, back AND front!



We're thousands of feet above the ground, but I'll help you down!

I can't swing from gargoyles like you do! I'm too afraid!

You don't have to do that! I put in a high-speed elevator! While being cooped up here for 20-plus years, you think the only thing I built are those stupid little dolls of the townspeople?

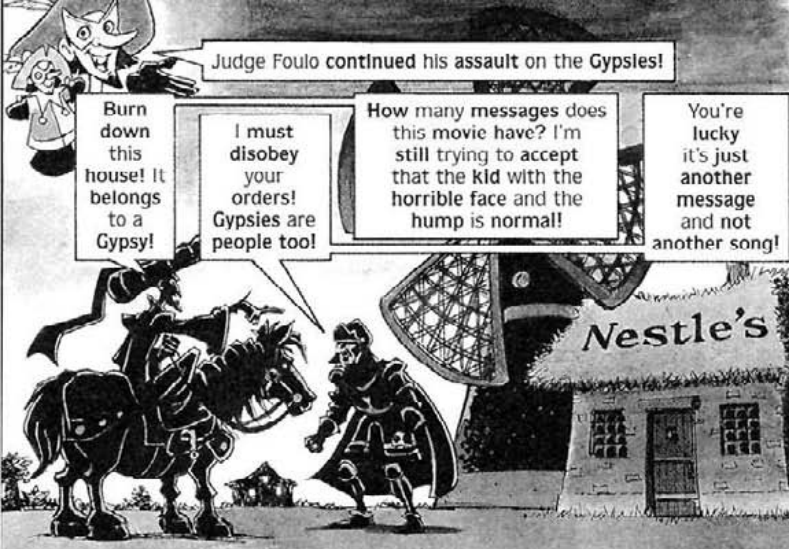


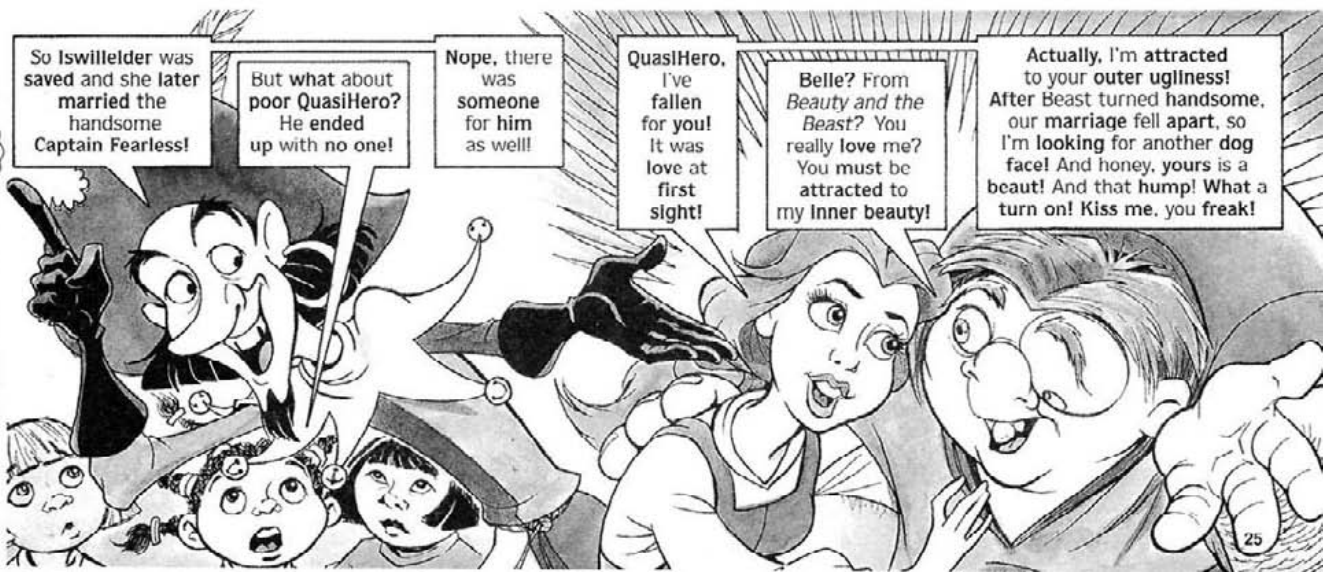
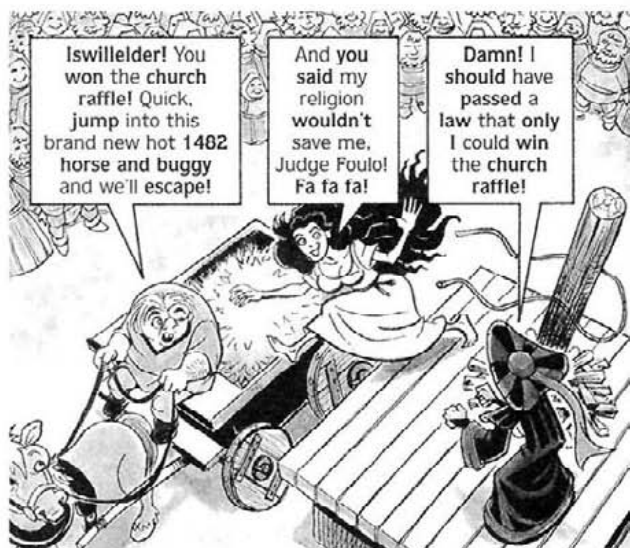
Face the front of the car, please! Going way down!

I want you to have this, QuasiHero!

A necklace?

It looks like a necklace, but it's really a plot device! It will help you find me later!







**MATTEL IT LIKE IT IS DEPT.**

There was a time in America when kids had big career dreams...and big career dream toys so they could practice being doctors, teachers, scientists and architects! But today, fahgetaboutit! Those dreams, those careers and even those toys are history! So what's left? The McDonald's Fast Food Playset - the one item that perfectly sums up the sorry state of the U.S. economy today! That is, until toy store shelves start filling up with more...

# NEW TOYS THAT PREPARE KIDS FOR THEIR CRUMMY JOB FUTURES

**JUST-MY-SIZE  
AIRPORT PARKING  
ATTENDANT'S  
BOOTH**

Be part of the  
hustle and bustle  
world of people  
with more  
important things  
to do than you!



**JUNIOR MALL  
SECURITY GUARD  
OUTFIT**



Hassle kids at the yogurt stand, flirt with the Jean folders at the GAP and learn to fish coins out of the fountain for added income!

**SIR-MOPS-A-LOT  
HOSPITAL  
ORDERLY PLAYSET**

Clean up the  
same bodily  
excretions and used  
medical supplies that doctors  
and nurses step over  
every day!



ARTIST: GUNNAR JOHNSON

WRITER: MIKE SNIDER

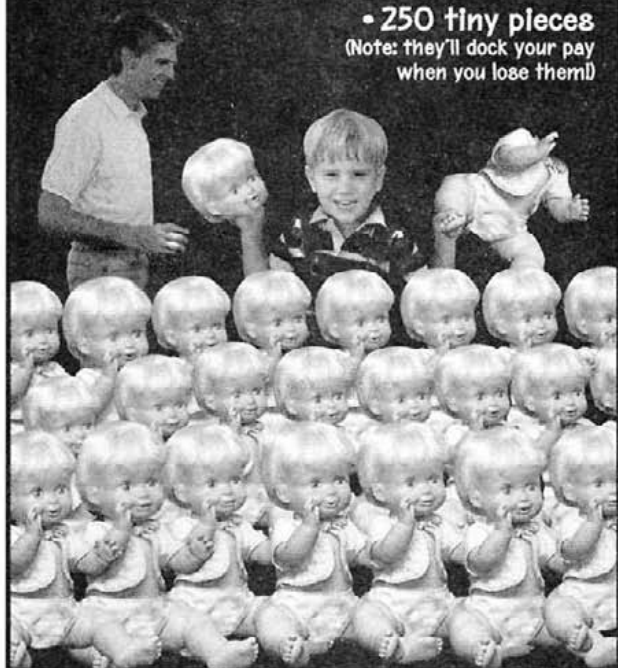


**LOOK DAD—  
I'M A MINIMUM-  
WAGE ASSEMBLER,  
JUST LIKE  
YOU!**

Each workshop  
Includes:

- Cramped, poorly-lit workstation
- Ancient, unusable tools
- 250 tiny pieces

(Note: they'll dock your pay  
when you lose them!)



**LET'S PLAY  
PHONE  
SOLICITOR!**

Create your own  
telemarketing boiler  
room! Now you can  
underpay workers and  
disturb complete  
strangers at dinnertime!



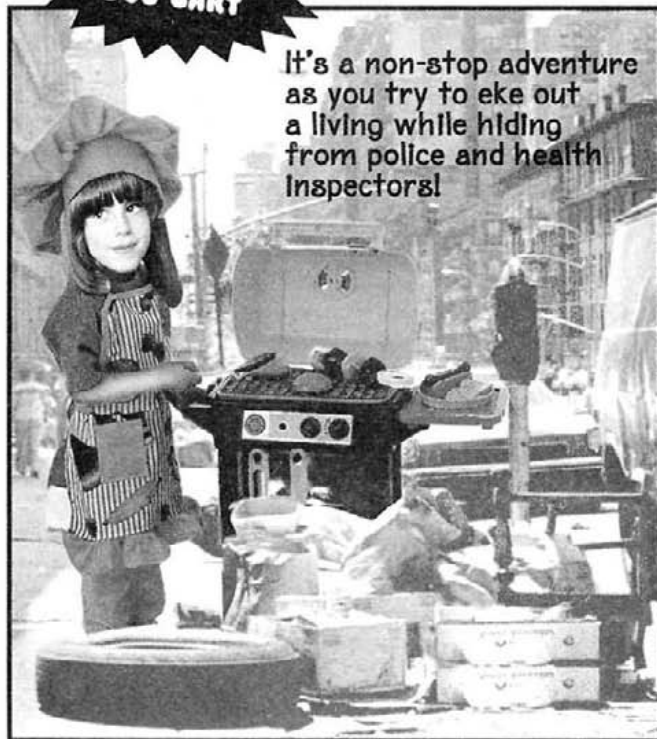
**DREAM  
CRACK-HOUSE**

After cruising around in  
her 'Vette all day, where do  
Barbie and Ken go to get high?  
Crack not included.



**MY FIRST  
UNLICENSED HOT  
DOG CART**

It's a non-stop adventure  
as you try to eke out  
a living while hiding  
from police and health  
inspectors!



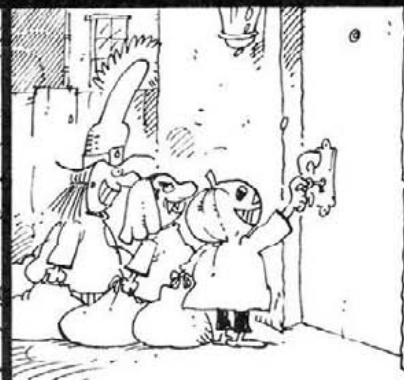
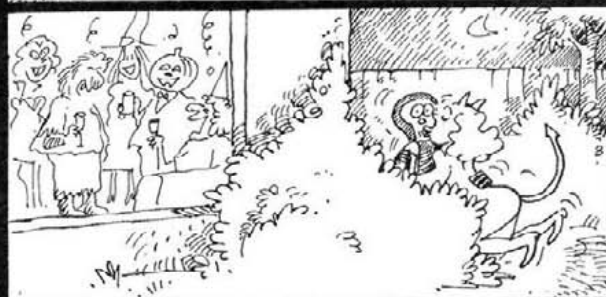
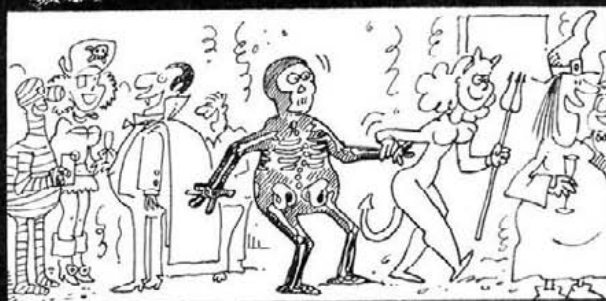
# A MAD LOOK AT

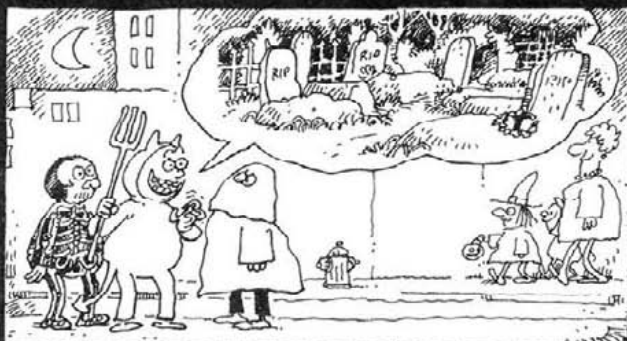
ARTIST AND WRITER:  
SERGIO ARAGONES



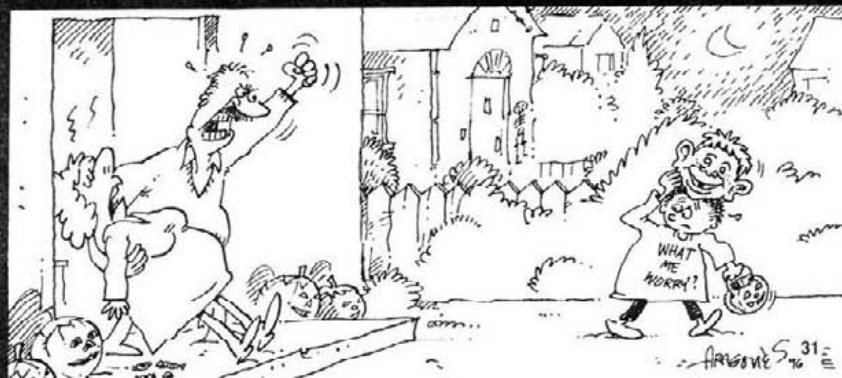


# HALLOWEEN



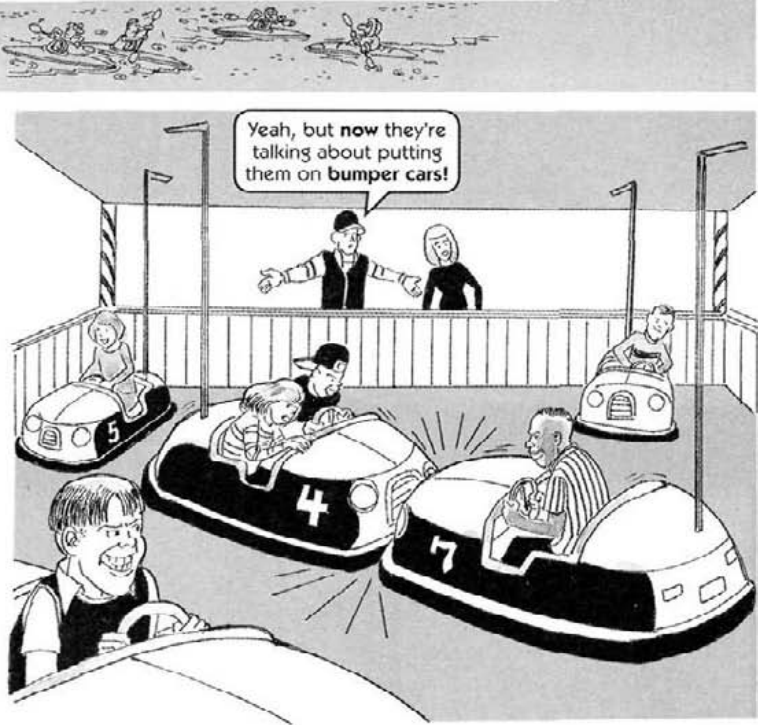








## CAUTION



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTS

## SERVICE



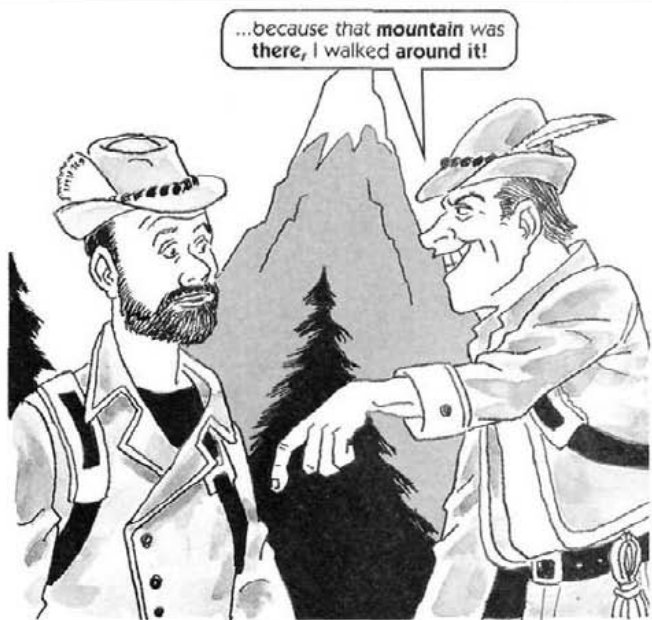
## HIGH SCHOOL



# R SIDE OF...

ARTIST AND WRITER: DAVE BERG

## PHILOSOPHY



## EXPERTISE



## THERAPY



## GROOMING

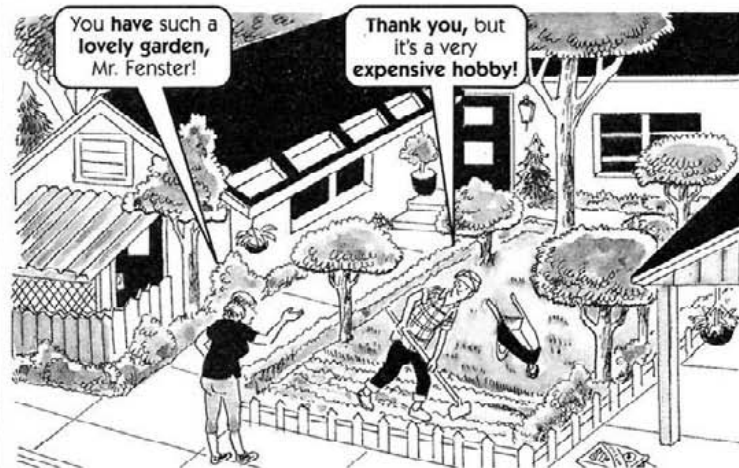


## EATING





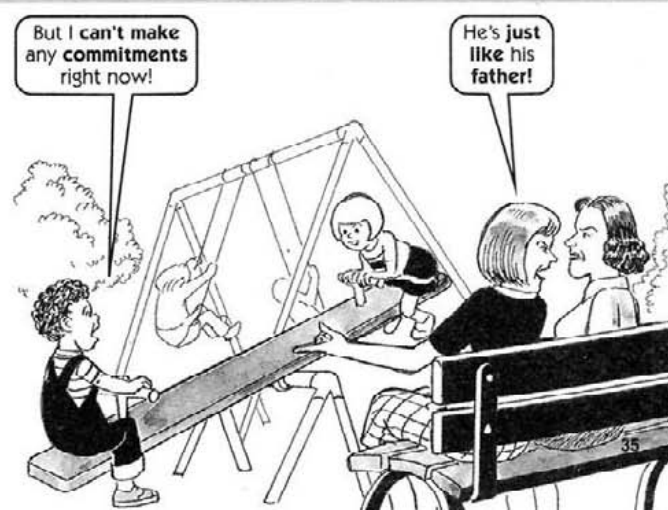
## HORTICULTURE



## DATING



## RELATIONSHIPS



## THE OFFICE



## SOLUTIONS



## DOCTORS

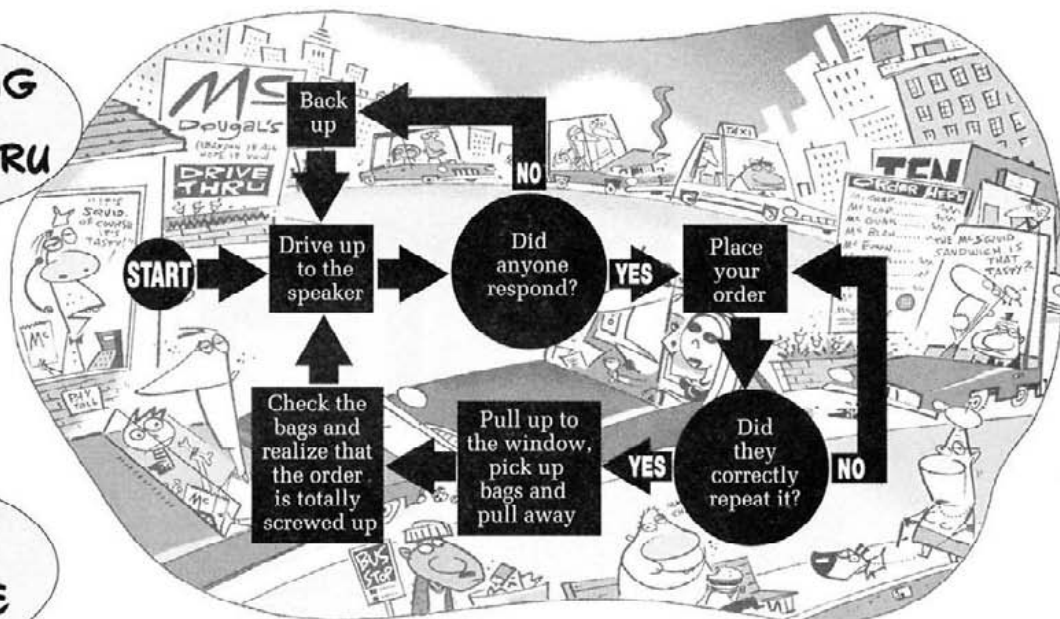


Ah, is there anything more noble than the mighty flowchart? Elegant in its simplicity, its logical array of geometric shapes, each connected by nothing more than a few simple lines, renders even the most complex system or progression comprehensible to the average dolt (i.e. you, the typical MAD reader)! There are, however, some situations so twisted, so bizarre, so fraught with confusion that even the beloved flowchart can't handle them! With that in mind, we present to you...

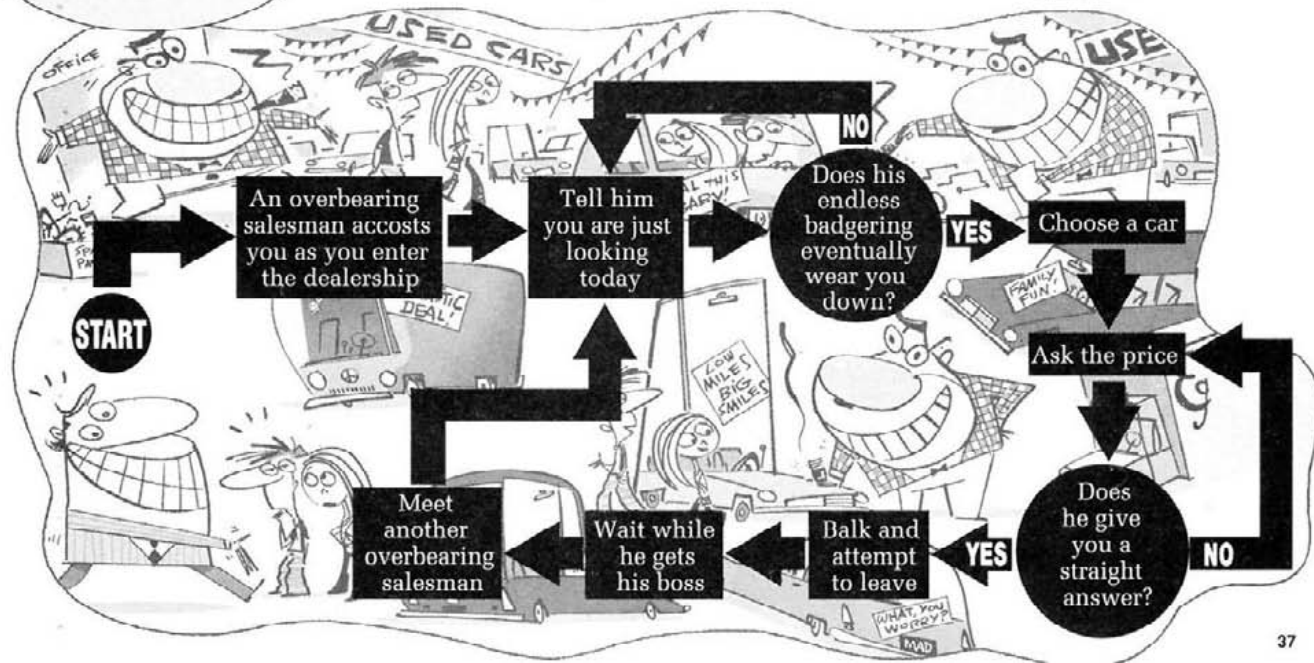
# MAD's FUTILE FLOWCHARTS

## ORDERING AT A DRIVE-THRU

ARTIST: BOB STAAKE  
WRITER: DARREN JOHNSON



## SHOPPING FOR AN AUTOMOBILE





# CHOOSING A MOVIE TO RENT (WITH TWO OR MORE PEOPLE)

**START**

Wander the video store for 20 minutes

Choose a film

Has anyone in the group already seen it?

**YES**

**NO**

# CHECKING OUT AT THE SUPERMARKET

**START**

Proceed to the checkout lanes

Do you have eight items or less to qualify for the "Cash-Only Express Lane"?

**NO**

Are you willing to dump all but eight of your items?

**NO**

Pick another line

Wait in the "Cash-Only Express Lane"

Is the line being held up by some moron writing a check?

**NO**

Is the line being held up by some moron with a cart-load of items?

**NO**

# WATCHING A HORROR MOVIE

**START**

A group of teenagers arrives at a secluded location

Contrived story of escaped lunatic is told through poorly-acted, badly-written dialogue

Pointless sex scene

Someone hears a noise and ventures out alone to investigate

The killer vanishes, allowing for sequel

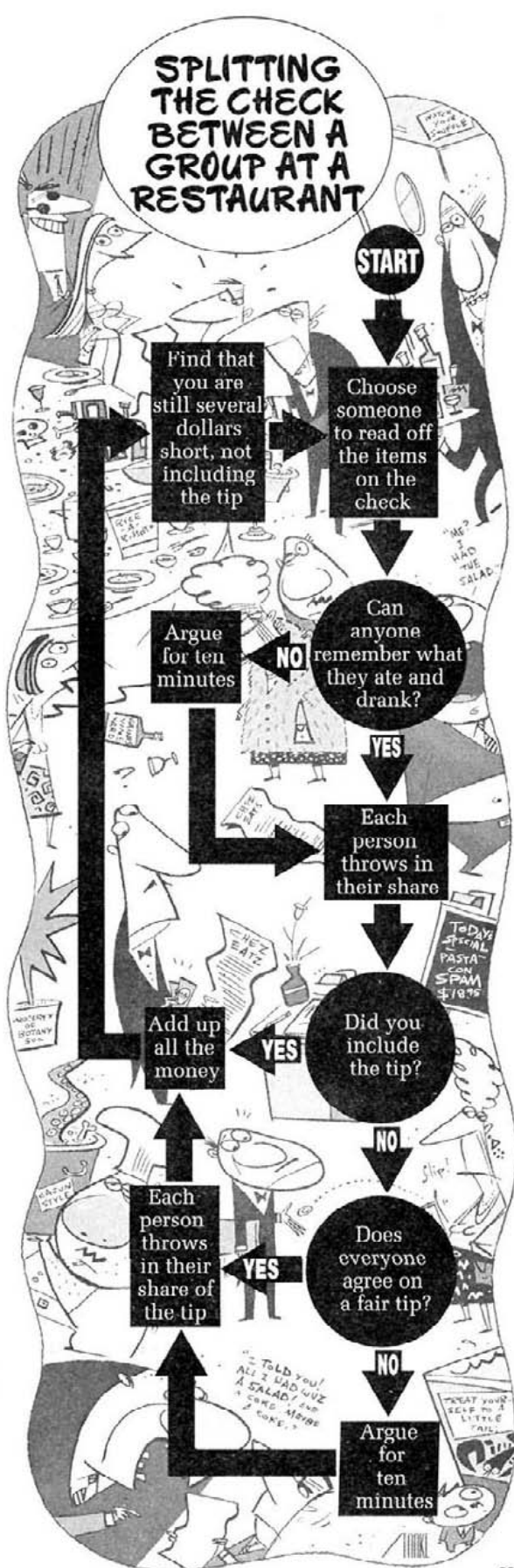
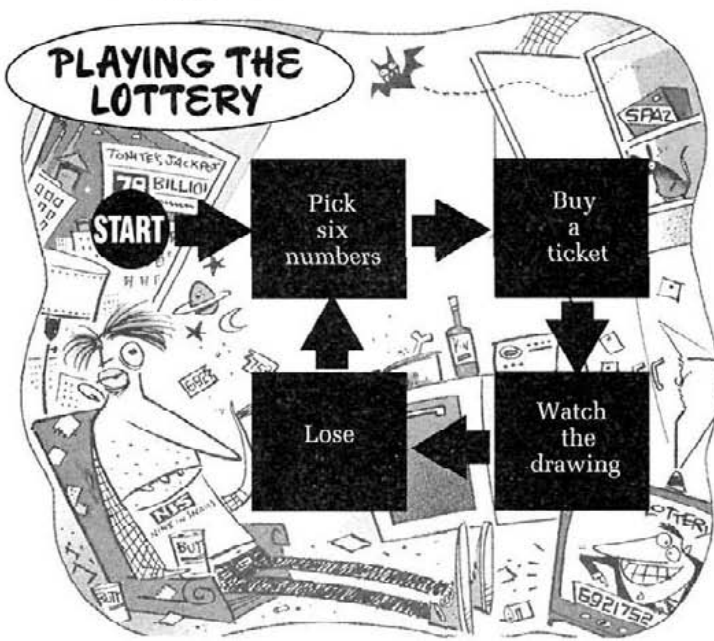
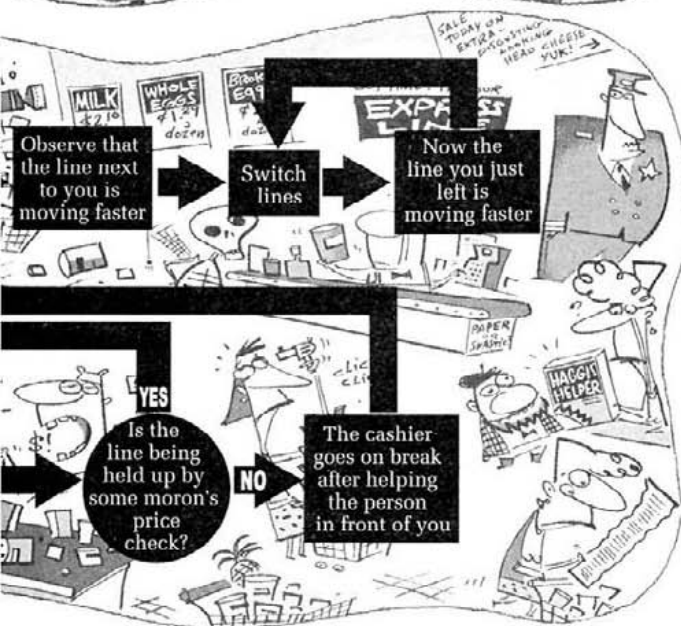
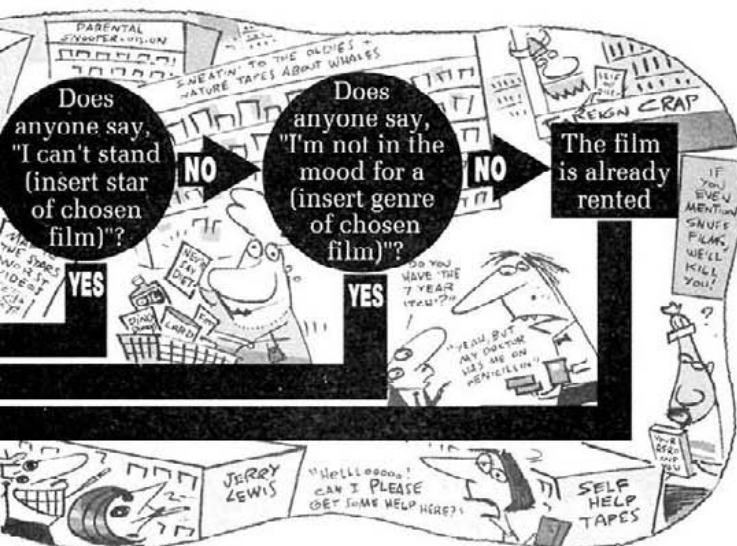
Has the movie run for 87 minutes?

The hero attacks the killer and thinks he is dead

Are there any expendable characters still alive?

The killer strikes while making several horrible puns

The killer gets up and chases the hero



# Ray's CUT-RATE LIFEGUARD ACADEMY

GENTLEMEN, IT APPEARS  
SOMEONE'S MADE OFF  
WITH OUR....

LIE DOWN OVER HERE, CHUCK...

LIKE I SAID SOMEONE'S MADE OFF  
WITH OUR MOUTH-TO-MOUTH DUMMY.  
SO HERE'S WHAT WE'RE GONNA DO...



## NEW KID ON THE CHOPPING BLOCK DEPT.

Everyone is not treated equally in the workplace. One's position, contrary to popular belief, is not usually based on skill, charm or bedroom antics with the boss — though that rarely hurts! No, treatment is based on time — years of service to a company. Usually a new worker is condemned to grunt work until a newer putz with even LESS seniority is hired. It's generally easy to spot the office whipping boy, though, which is why MAD challenges you to view the following workplace scenes and...

# AMERICAN MEDICAL ASSOCIATION ANNUAL CONVENTION

IN CONCLUSION, I'D LIKE TO  
TAKE THIS OPPORTUNITY TO  
THANK DR. YANG SU AND  
HIS ASSOCIATES FOR THEIR  
FASCINATING DEMONSTRATION OF  
HIGH-SPEED POWER. ACUPUNCTURE!



# INTERNATIONAL BROTHERHOOD OF STUNTMEN LOCAL 605

BRANCUSI, YOU'RE IN LUCK!  
THEY NEED SOMEONE ON THE  
SET OF ACE VENTURA III TO  
FALL THREE STORIES INTO  
A VAT OF BABOON DUNG!



# GUESS WHO HAS







# NO SENIORITY!

ARTIST AND WRITER: JOHN CALDWELL



**WITLESS PROTECTION PROGRAM DEPT.**

Hell-o! My name is Ah-nuld Schwarzenegger! I am de biggest box office star in de world! I expected my new movie to make millions! And instead, what happens? Ve are blown away by de likes of a tornado, little martians und Eddie Murphy so fat he looks like he needs Deal-A-Meal! I tell you, dis whole ting is a real...

You've just been erased! Now, you must disappear and begin a new life in a new location, where no one vill find you! Where no one vill care!

But where should I go?

Have you ever heard of Staten Island?

That's Jawn Kroaker! His nickname is "The Disgracer"!

What is his exact title?

"Lumbering Slab in Charge of Blowing up Stuff"!

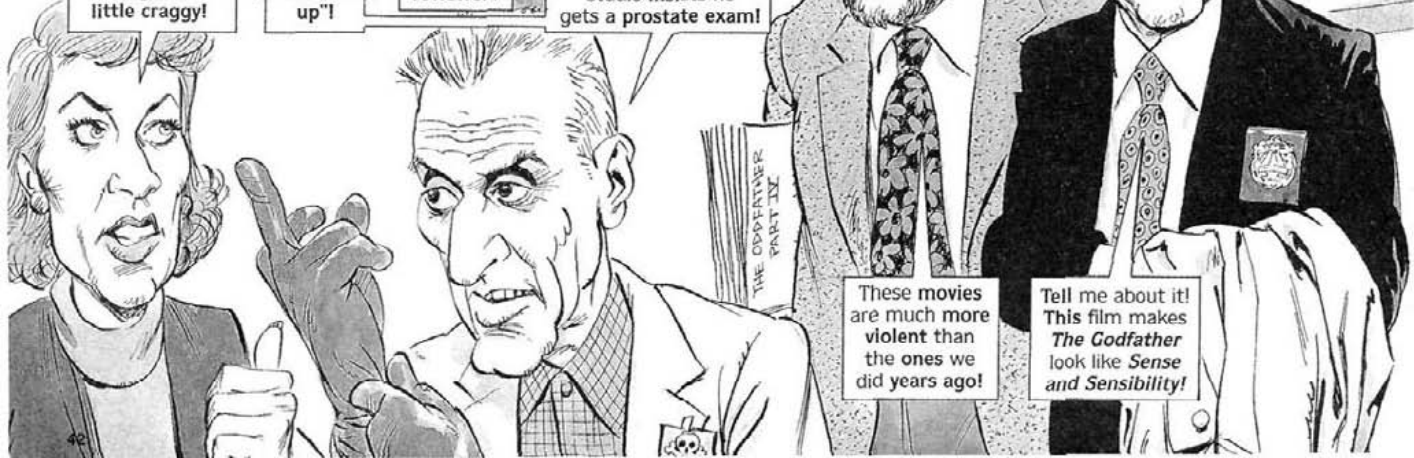


At 48, Schwarzenegger is starting to get a little craggy!

I give Arnold a "thumbs up"!

Are you a reviewer?

I'm a doctor! At Arnold's age, before each picture, the studio insists he gets a prostate exam!



These movies are much more violent than the ones we did years ago!

Tell me about it! This film makes *The Godfather* look like *Sense and Sensibility*!

# DISGRACER

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

I'm  
Leep  
Croutoni!  
I'm a  
deep  
cover  
witness!

We're with the Federal  
Witness Protection  
Program! We will give  
you a new life! A  
new identity! They'll  
never know who you are!

You  
can  
really  
do  
all  
that?

You'll disap-  
pear! You'll  
be unknown!  
It worked  
for Herbie  
Shluggarman!

Who  
the  
heck  
is  
Herbie  
Shluggarman?

See?  
I  
told  
you  
it  
works  
well!



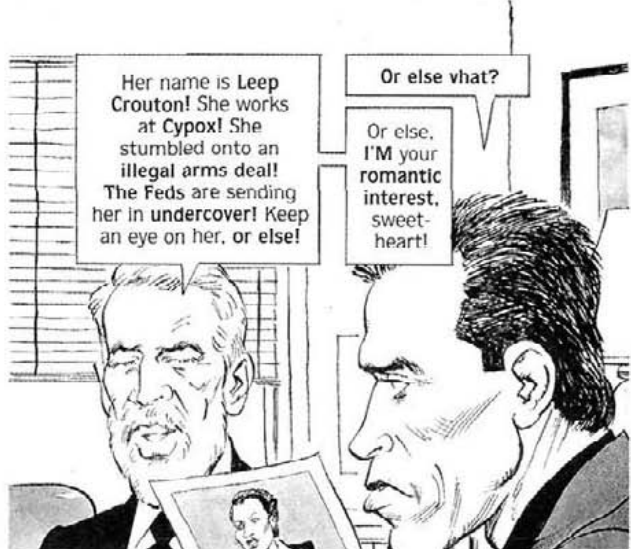
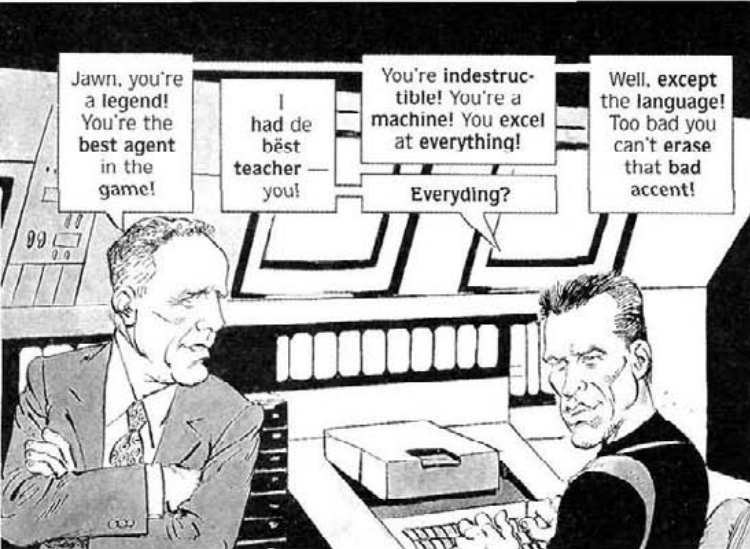
This film is a very  
physical part for  
Arnold, but it allows him  
to display a tender side  
not seen in a long time!

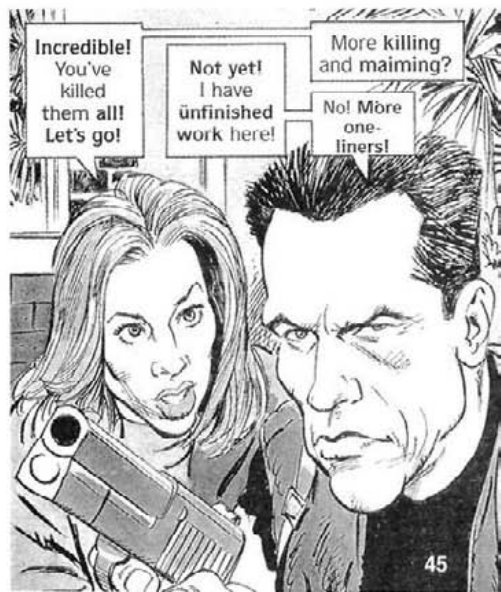
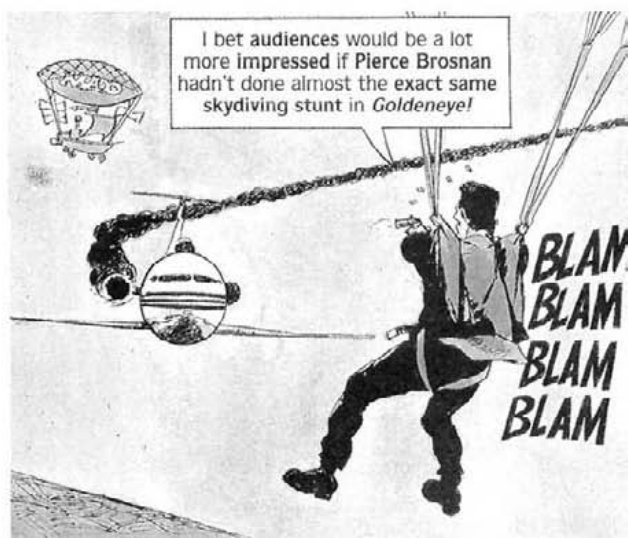
Oh,  
yeah?  
Since  
when?

Since  
Conan  
The  
Barbar-  
ian!















Nobody ships top-secret Rail Guns to international terrorists without union help!

Get outta here you punks!

Listen up, scuzz-ball! If you don't let us in, we'll fill you with more holes than this script!

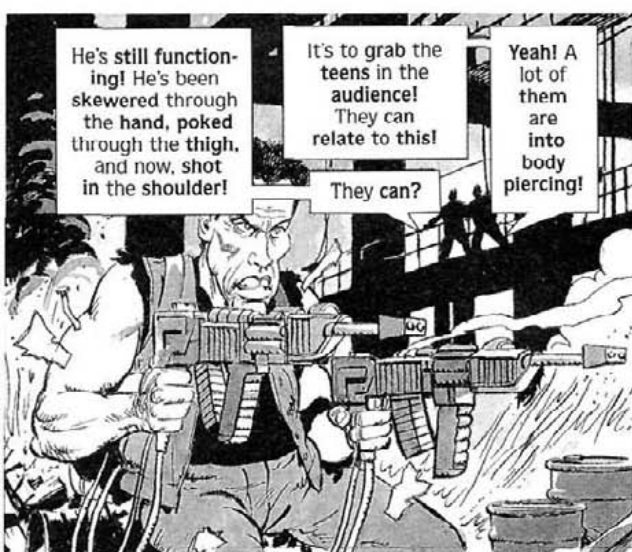
Hey! let them through right now!



I don't get it! The man's as huge as Nevada and we keep missing him!

And we have this powerful new Rail Gun — a heat-seeking assault rifle!

If someone ever invents a monotone-seeking assault rifle, he'll be a dead man!

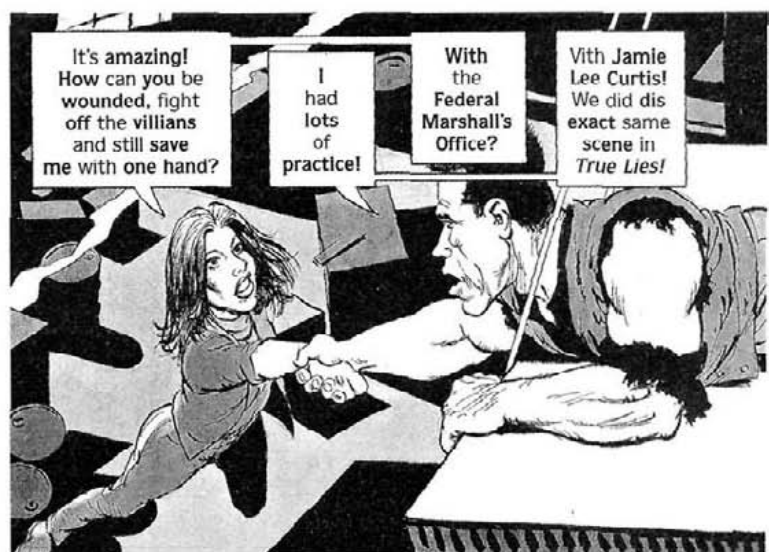


He's still functioning! He's been skewered through the hand, poked through the thigh, and now, shot in the shoulder!

It's to grab the teens in the audience! They can relate to this!

They can?

Yeah! A lot of them are into body piercing!



It's amazing! How can you be wounded, fight off the villains and still save me with one hand?

I had lots of practice!

With the Federal Marshall's Office?

Vith Jamie Lee Curtis! We did dis exact same scene in *True Lies*!



Congratulations, Jawnl You did it again! Successfully protected your witness while piling up corpses at an incredible rate!

My job here is finished!

Not so fast! As long as you're erasing, I order you to erase my performance in *Hudson Hawk*!

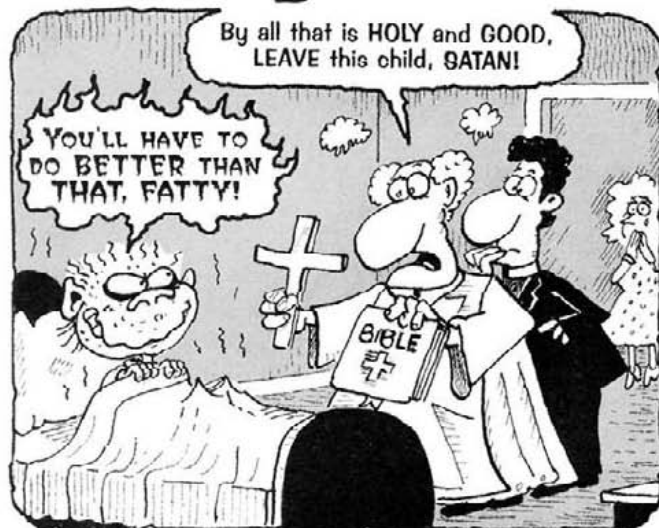
And wipe out any trace of me in *For The Boys*!

Erase that porno spread I did that ran in *Penthouse*!



Wait your turn! First...I must erase *Junior* and *Last Action Hero*!

# THE EXQUISITE EXORCISM EXPERIENCE





**WHAT PROPOSED  
MERGER IS THE  
FEDERAL  
GOVERNMENT  
MOVING QUICKLY  
TO BLOCK?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The latest trend in business is to form mega-conglomerates by merging one company with another. This creates a corporate synergy that is praised in Washington D.C. But there is one type of merger that the government is steadfast in its opposition. To find out what it is, simply fold page in as shown.

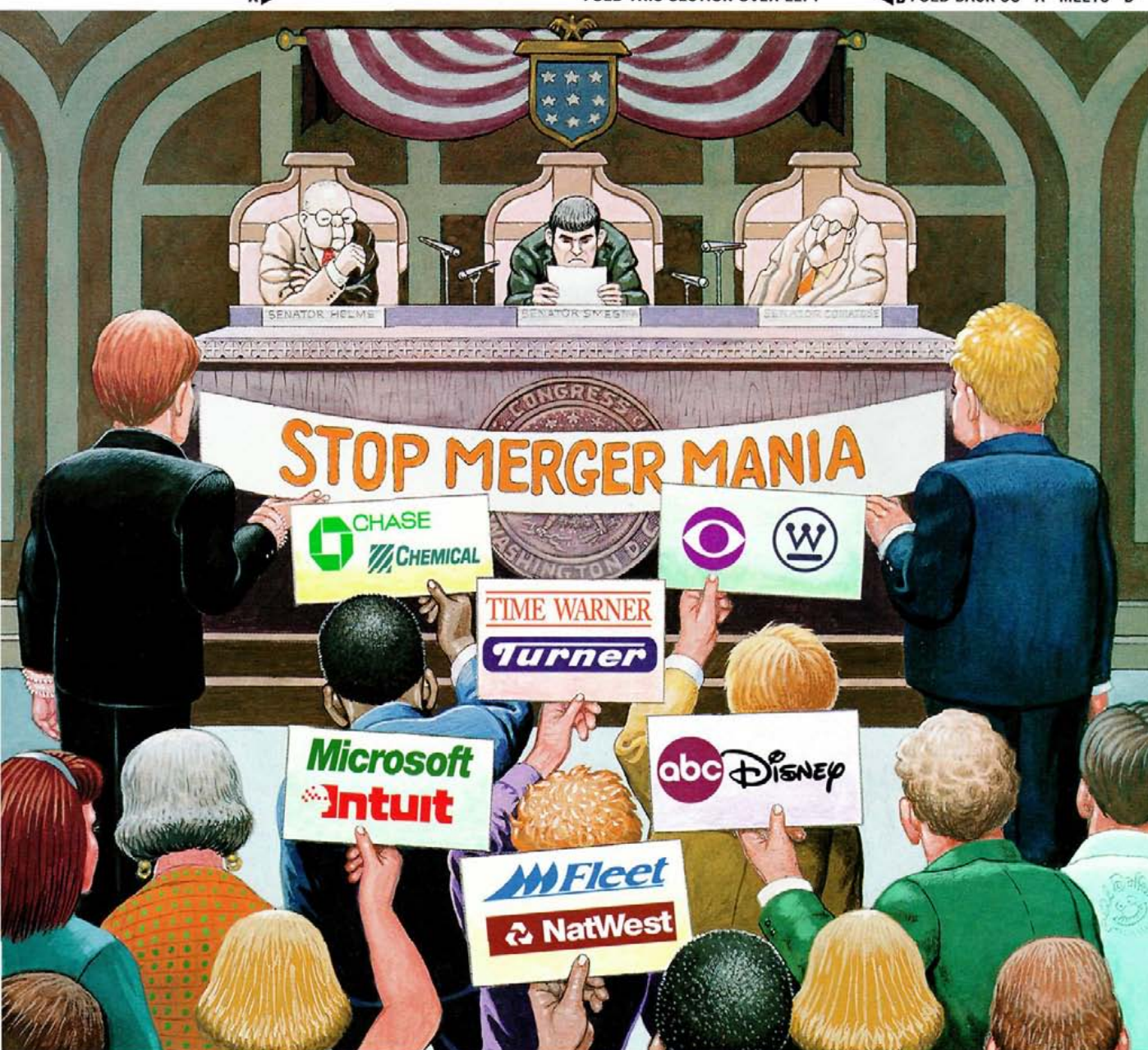


**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**SADLY, A DESIRE TO COMBINE CAN CREATE SOME  
SERIOUS PROBLEMS. LAWMAKERS WILL NOT FIX  
MARGINALLY SENSIBLE RULES EVEN IF A MISCARRIAGE  
OF JUSTICE RESULTS IN MANY INSTANCES**

ARTIST &  
WRITER:  
AL JAFFEE

**A ▶**

**◀ B**





IF NORMAN ROCKWELL DEPICTED THE 90's  
*"LAST PARKING SPACE AT THE MALL"*